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FOR STUDY PURPOSE ONLY

MISSION BEACH PRECISE PLAN

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THE CITY OF

SAN DIEGO

CITY ADMINISTRATION BUILDING • 202 C STREET • SAN DIEGO, CALIF. 92101

OFFICE OF PLANNING DEPARTMENT 236-6450

April, 1974

The Honorable Mayor and City Council
The City Planning Commission
City of San Diego, California

I am pleased to present to you the accompanying Mission Beach Precise Plan which has been developed and endorsed by the citizens of the Mission Beach community and the staff of the San Diego City Planning Department. The Plan represents a comprehensive guide toward the maintenance and future development of Mission Beach.

This Plan has been prepared over the last three years during which time bi-weekly meetings have been held between the department staff and the group representing the community, the Mission Beach Precise Planning and Implementation Organization. That organization has also held quarterly evening meetings in the community, all of which have been noticed by flyer to every dwelling unit. Several mail outs have been made to every property owner of record including an initial notification of intent to form the Organization, a summary of the first draft of the Plan, a questionnaire, and a notice of the availability of a summary of the final Plan upon request. This excellent communication has been the hallmark of the Organization over the last three years.

The Plan recognizes the absolute uniqueness of Mission Beach and offers 150 goals and recommendations as a guide toward protecting and preserving the community and those unique things about it. Extremely small lots, high density, and a variety of life styles presently characterize Mission Beach. A limited vehicular circulation system and an extensive system of pedestrian paths define the residential lands, the supporting commercial services, and the beaches. The overall goals of the Plan are to continue the present density patterns by developing special zoning regulations tailored to the community, to promote the continuation of a balanced community, to accommodate visitors to the beach while minimizing their impact upon residents, and to enhance the overall quality of the physical environment.

It is recommended that the Planning Commission approve and recommend City Council adoption of the Mission Beach Precise Plan as a comprehensive guide for the future of Mission Beach.

Respectfully submitted,

James L. Goff Planning Direc

LEGAL FOUNDATION

Section 65101 of the Government Code of the State of California, Section 41 (c) of the Charter of the City of San Diego, Section 103.0101 of the San Diego Municipal Code as well as several related City Council Policies give authority to the preparation of Community Plans. The Mission Beach Precise Plan has been prepared in conformance with these enabling laws.

The Mission Beach Precise Plan has been prepared to serve as a guide for future public and private development within the community. Once this Plan is adopted by the City Council any amendments, additions or deletions, will require that the Planning Commission and City Council follow the same procedure of holding public hearings as was required in the initial adoption of the Plan. While this Plan sets forth many proposals for implementation, it does not establish new regulations or legislation, nor does it rezone property. However, it must be clearly pointed out that adoption of this plan will require subsequent public hearings to be held to determine whether or not to rezone property so that it is consistent with Plan proposals. This requirement for consistency between Zoning Regulations and adopted plans is setforth within Assembly Bill 1301, passed by the State Legislature in November 1971. Finally, the amendment of other City Ordinances such as subdivision, housing, building or other development controls must also be enacted separately through the regular legislative process.

Proposals within this Plan have been coordinated with the Progress Guide and General Plan for the City of San Diego and the Mission-Pacific Beach Community Plan. It is felt, from the studies that have been undertaken, that a harmonious relationship exists with respect to the general goals and policies of community and City-wide significance. Should differences occur in the future regarding proposals contained in this plan and the Mission-Pacific Beach Community Plan or the City's General Plan, they may be resolved during the course of the concurrent hearings held at the time of the amendment of this or the Community or General Plan. This procedure is in accordance with City Council Policy 600-7. It should be also pointed out that the periodic comprehensive review of the Progress Guide and General Plan may produce recommendations for changes in this Plan. Again, the normal procedures for legislative actions, including public hearings, must be followed before changes to these documents can be accomplished.

The preparation of the Mission Beach Precise Plan also considered the area's relationship to the surrounding city plan for Mission Bay Park. As a result a harmonious relationship exists between these two areas of concern.

EVOLUTION OF THE PLAN

The Mission Beach Precise Plan is the product of many years of planning effort within this beach community. The plan was completed by the Mission Beach Precise Planning and Implementation Organization in conjunction with City staff in September of 1973. However, the framework for preparation of this plan goes back to 1967 when the San Diego City Council formally recognized the Mission-Pacific Beach Community Planning Organization. This organization was charged with the responsibility of preparing a comprehensive community plan to guide future development of Mission and Pacific Beach. The combined efforts of the City of San Diego and the Planning Organization resulted in the adoption of the Mission-Pacific Beach Community Plan in November, 1970.

A recommendation in the Mission-Pacific Beach Community Plan was that a precise planning study be initiated for Mission Beach upon the adoption of the Mission-Pacific Beach Community Plan. It was recognized that many conclusions, goals, and proposals concerning Mission Beach were general in nature. It was further recognized that these generalizations needed a great dear of refinement. Consequently, the Plan recommended that Mission Beach prepare its own Precise Plan in order to give more attention to specific problems. It was suggested that a plan should be founded on the advice of residents and property owners in the Mission Beach Community. The Plan suggested that the Mission Beach Precise Plan include an analysis and definition of existing and potential land use development, circulation and parking, necessary guidelines for both public and private elements of the community in order to take full advantage of the ocean and bay environment, density proposals, and whatever other specific problems existed within the Mission Beach Community. The Mission Beach Precise Plan as set forth in the following pages attempts to accomplish these tasks.

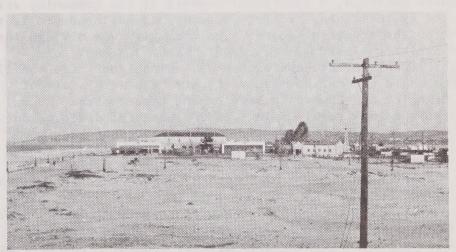
Upon adoption of the Mission-Pacific Beach Community Plan by the City Council in November of 1970, organizational procedures were begun in order to create a citizens committee to aid in the preparation of the Mission Beach Precise Plan. The six Mission Beach representatives to the Mission-Pacific Beach Community Planning Organization served as the core of the new Mission Beach committee.

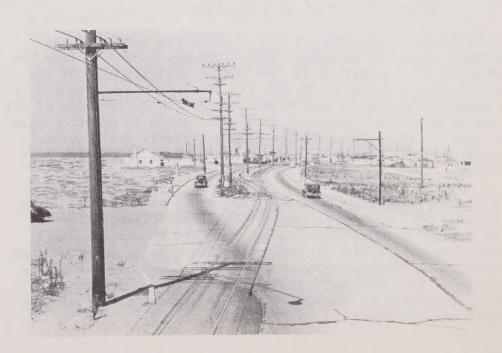
Organizational meetings were held in the community in February and March of 1971. Notices were mailed to every property owner and attached to the door of every resident in the community. At these meetings, 9 additional members of the community were elected by residents, property owners, and business people to serve on the executive board. The community was divided into 5 subdistricts (see map, page 17). Three residents or property owners represent each area. Since that time the 15 member board has met bi-weekly at City Hall with staff of the Planning and Community Development Departments. 75 meetings have resulted in over 200 hours of dialogue during Plan preparation. Quarterly public meetings have been held in the community during the evening in order to inform the residents and property owners of progress on the Plan. Input from the community has been solicited, and vacancies on the executive board have been filled through elections at these meetings. Notices have been distributed to every dwelling in Mission Beach informing the residents of the place and time of the meetings and their general content. The news media also published notices of such meetings.

In addition to preparation of the Plan, the committee has worked on various implementation programs. These include the creation of a temporary 35 foot height limit throughout the beach until permanent controls are developed, the creation of a special zone (R-2B) for south Mission Beach, rezoning of all commercially zoned property in Mission Beach in order to gain stronger sign control, review of all requests for zone variances, and aid in the design of improvements to Mission Boulevard.

The committee also attends meetings and hearings of the City Council, the Planning Commission, the Zoning Administrator, the Zoning Board of Appeals, the Park and Recreation Board and other such bodies in order to advance their position when items of particular interest to Mission Beach are being considered. The efforts of the members of this Committee have been invaluable in aiding the City in preparing this Mission Beach Precise Plan.







HISTORY

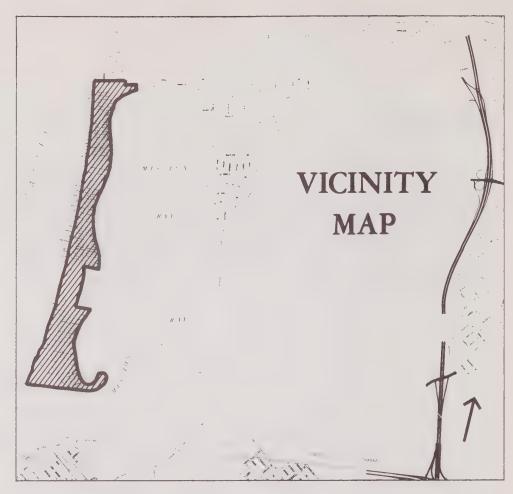
Mission Beach is built entirely upon a sand bar created by joint action of the San Diego River and the Pacific Ocean. Because of the difficulties in developing on sand, Mission Beach developed later than its neighbors, Pacific Beach and Ocean Beach. A subdivision syndicate composed of the Rife Brothers, George L. Barney, and John F. Forwards, Jr., made some of the first improvements to Mission Beach, including the bridge connecting Mission Beach with Ocean Beach.

In 1914, encouraged by the success of land sales in nearby Ocean Beach and Pacific Beach, John D. Spreckles offered lots for sale with George L. Barney acting as a general agent. Starting in 1916, J.M. Asher built a tent city, a large swimming pool, a bay front pier and a bath house. Activity in the beach community soon encouraged the transit company to extend the streetcar line from Ocean Beach to Mission Beach. The tent city continued to prosper and was an attraction until about 1922. At that time the City of San Diego's new health code resulted in the removal of non-permanent dwellings. Before they disappeared, however, permanent houses began to spring up in Mission Beach.

In 1925, in order to stimulate real estate sales and to increase the income of the electric railway which he owned, John D. Spreckles built the present Mission Beach amusement center, now called Belmont Park, at a cost of about \$4,000,000. San Diegans flocked to the beach and the center maintained its popularity. At the death of John Spreckles his organization granted the entire amusement center to the City of San Diego for the enjoyment of its people. Eventually, at the urging of the Mission Beach Civic Organization and other civic groups, California made Mission Bay a state park. Later San Diego took over the area from the State, recognizing the recreational potential of the bay. This was the beginning of Mission Bay Park which was opened in September, 1949.

The removal of the rail line and the bridge to Ocean Beach and the development of West Mission Bay Drive through the park resulted in the circulation system that Mission Beach has today. The last decade has seen the beginning of a change in the character of the residential buildings in the community from small cottages to apartments.

The situation of Mission Beach makes it one of the most unique recreational areas in San Diego. In spite of its location between the bay and the ocean Mission Beach has not transformed from a residential to a recreational community.



STUDY AREA

Mission Beach, located on a peninsula 2 miles long and up to 1/4 of a mile wide, is the most densely developed community in the City of San Diego. At the time of the 1970 census it contained about 3,100 dwelling units housing 5,600 people on barely 100 acres of privately owned land. Lot sizes are the smallest in the City of San Diego. The largest standard lot size is 2,400 square feet, the smaller 1,250 square feet.

MISSION BEACH - LAND USE & ZONING BY ACREAGE

		LAND	USE		ZONING						
Sub-Area	Residential	Commercial	Vacant	Total	R-4	R-2B	CS	CN	Total		
V	16	4	2	22	11		11		22		
IV	17		1	18	18				18		
III	21	2	2	25	23		1	1	25		
II	13		1	14	12		2		14		
I	21		2	23		22	1		23		
MB Pk		17		17			17		17		
TOTAL	88	23	8	119	64	22	32	1	119		

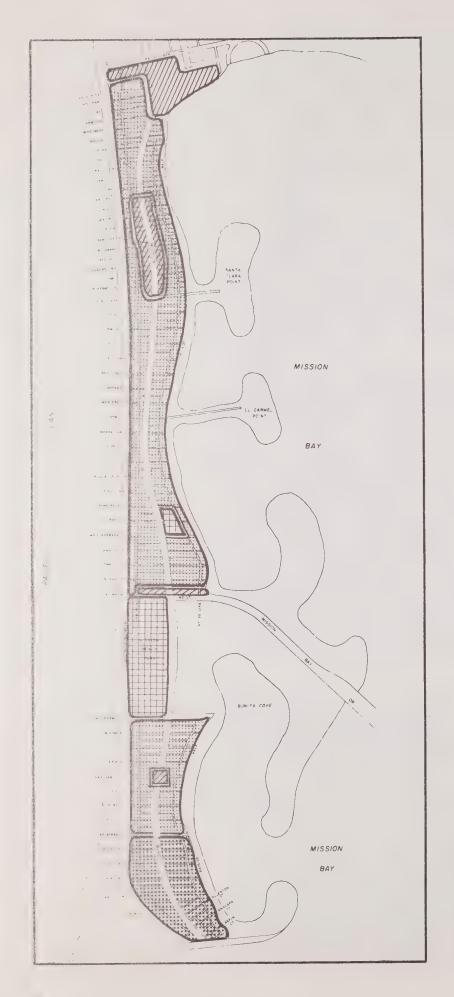
Very little consolidation of these lots has taken place. Residential structures are in the form of either wooden cottages constructed 30-40 years ago, or small apartment buildings. There is a complete mixture of single family and multi-family structures, as well as a total mixture of residential densities on a lot by lot basis. Zoning in San Diego was designed for much larger lots than those found in Mission Beach. Consequently, almost all development that occurs must have a variance from the zoning code.

There are 16 acres of commercially zoned land in Mission Beach excluding Mission Beach Park. Only 4 acres of this is in commercial use. Existing establishments consist mostly of eating and drinking places and small craft shops. The community lacks convenience facilities supplying a full range of goods and services. There is surprisingly little commercial recreational activity in Mission Beach at present considering its situation between the Pacific Ocean and Mission Bay Park.

The only public school in the Community is for special education. There is no public library, although bookmobile service exists. Open space in Mission Beach is in the form of beaches. The community has no neighborhood parks. Police and fire protection are both considered adequate except when Mission Boulevard is blocked with traffic. At such a time it is virtually impossible to move fire equipment within the community. The circulation system in Mission Beach consists of the Mission Boulevard axis, two streets running parallel to the Boulevard, and a series of alleys and pedestrian courts perpendicular to Mission Boulevard spaced at 50 or 80 foot intervals. Most homes in Mission Beach front on the pedestrian courts which have a 10 foot right of way. Traffic congestion is common especially at the height of beach use in the summer. Parking is also critical. Most dwelling units fail to provide an adequate amount of off-street parking. Except for Mission Boulevard and the Places, there is very little on-street parking available. This results in a high degree of illegal parking.

Mission Beach is characterized at the present time by a general lack of amenities. Commercial districts reflect an inordinate number of signs and billboards. The stores lack necessary maintenance of the outside. Residential areas are characterized by a general lack of landscaping. Much new construction lacks imaginative design. The overall community is cluttered with wires and poles. Lack of trees and vegetation is severe. All of these factors give one of the most expensive communities in San Diego an uninviting appearance.

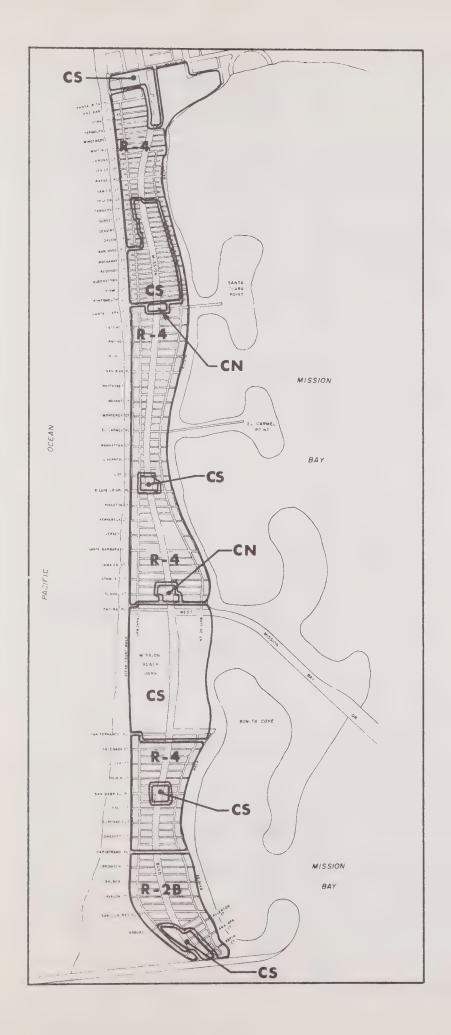
The historic development of Mission Beach has resulted in serious problems for the Community, as outlined above. Present development is compounding these problems. Future development, hopefully, will begin to change this trend in order to resolve the many problems that face Mission Beach today. This is the challenge set for the Community and the purpose for which the Mission Beach Precise Plan was prepared.



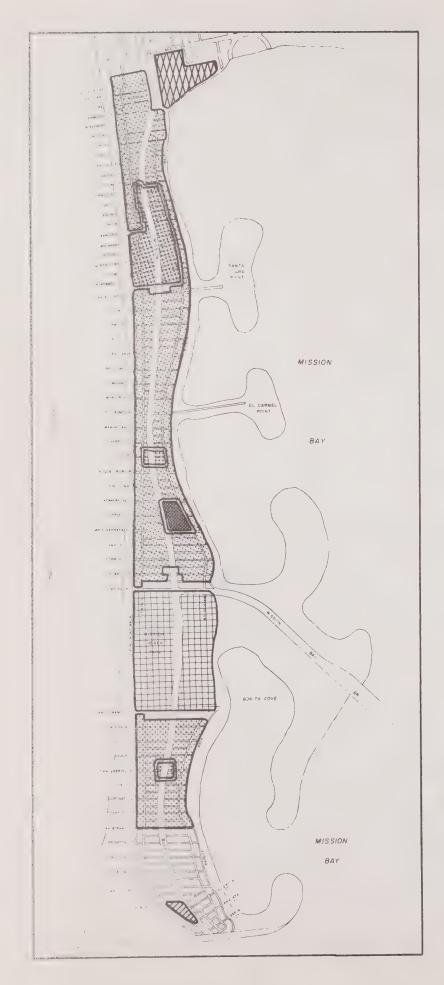
EXISTING LAND USE

legend

- residential (10-40 units per acre)
- residential (15-80 units per acre)
- mixed commercial
- public facilities



EXISTING ZONING



note: this map illustrates those situations where plan proposals are inconsistant with present zoning. Shown are the necessary rezonings if the zoning is to conform to the Plan. The use of a Planned District would replace all zones with regulations tailored to Mission Beach. The content of district regulations would be similar but different from the zone proposals shown on the map.

ZONING - PLAN CONFLICT

legend

r4 to r2-b

r4 to r1-40

cs to cn

cs to r2-b

cs to rl-40

W r4 to cs

GROWTH PROJECTION

The Precise Plan establishes an overall limitation on growth and development in the future that is less than existing zoning permits, and less than the Mission Pacific Beach Community Plan suggests.

There is no specific time frame in which this development is likely to occur. That depends entirely upon action within the private market. In order to place the density proposals into perspective the following table shows the recent population and housing situation compared to a projection of total dwelling units and population if the Plan is carried out.

The limitation of 36 dwelling units per acre could result in an eventual density of 42 dwelling units per acre overall because much property is already developed well over the 36 unit per acre density. If families can be encouraged to locate in Mission Beach the declining number of people per dwelling unit can be checked and reversed, resulting in the 8000 population figure.

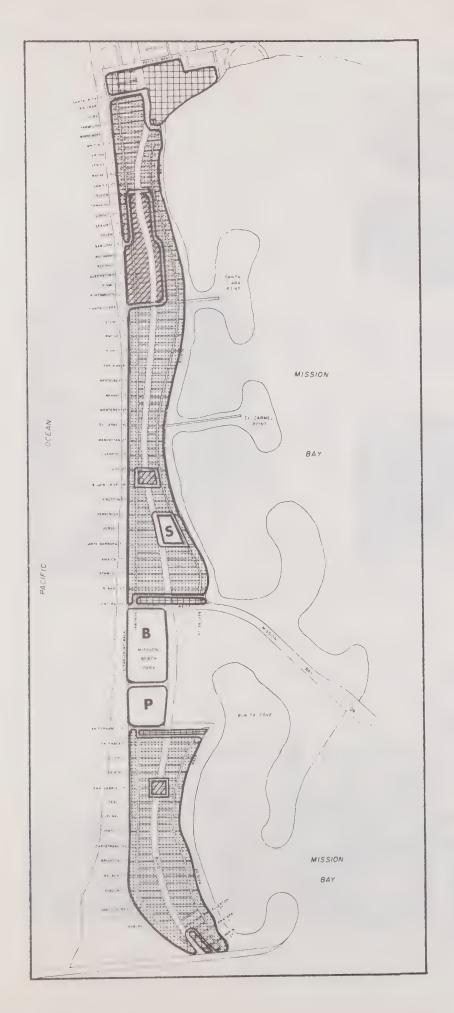
MISSION BEACH POPULATION & HOUSING PROJECTION *

	OVERALL DU/AC	TOTAL DWELLING UNITS	OCCUPIED DWELLING UNITS	PEOPLE/DU	POPULATION
1960	28	2700	2250	2.3	5200
1965	30	2850	2550	2.1	5400
1970	33	3200	2850	2.0	5700
1971	34	3250	2900	2.0	5800
1972	35	3350	3000	2.0	6000
FULLY	42	4000	3800**	2.1	8000

^{*}Based on 96 acres of residential land.

OVERALL GOALS

The continuation of the existing medium density character of Mission Beach, exemplified by the overall low profile and random mix of housing types and styles.
The creation of development regulations, tail- ored to the special needs of Mission Beach, to replace existing zoning within the community.
The promotion of a Community balanced by housing types, dwelling unit sizes, a variety of individuals and family sizes, housing price, and racial and ethnic composition.
The accommodation of visitors to the community in a manner that minimizes their impact upon the residents.
The accommodation of those commercial facilities necessary for the convenience of residents of the area and tourists attracted to the area.
The provision of community facilities necessary for the education, relaxation, safety and health of people within the Mission Beach community.
The reduction of the overall vehicular congestion existing in Mission Beach.
The provision of increased parking in order to reduce the serious deficit that presently exists.
The promotion of alternative forms of transportation to serve Mission Beach including mass transit, shuttle service and bicycles.
The enhancement of the overall quality of the physical environment in Mission Beach.



MISSION BEACH LAND USE PLAN

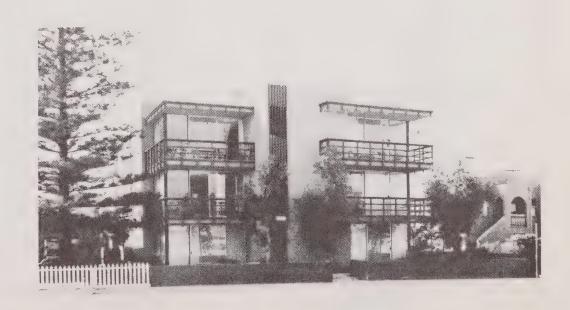
legend

- residental (36 units per acre)
- neighborhood commercial
- commercial recreation public facilities
 - P parking
 - B belmont amusement park
 - S school









RESIDENTIAL ELEMENT

Mission Beach is presently characterized by a low-profile compact series of residential structures. Community attitudes indicate that an effort must be made to encourage the retention of those characteristics that make Mission Beach the distinct and unique community that it is today.

There are a number of problems that exist at present, however, some of which are being amplified by new development. These include the threat of overbuilding in terms of density, excessively bulky buildings that are out of scale with respect to their site and the community, lack of parking, lack of landscaping, and the lack of adequate height regulation. Seventy-five percent of the residential zoning in Mission Beach is R-4, which allows a potential density of 108 units per net residential acre. The continuation of the use of this zone over the years is the reason for the problems today. Each of these problems has been contributing to the environmental degradation of Mission Beach over the years.

The other 25% of the residential land (located in South Mission Beach south of Capistrano Place) is zoned R-2B. This zone, recently created especially for that area, is compatible with the character of the residential development in that area. South Mission Beach consists mainly of one and two family residences, and has an overall lower density than the rest of Mission Beach.

goals

804	<i>x. y</i>
	The continuation of the existing medium density character of Mission Beach exemplified by the overall low profile and random mix of housing types and styles.
	The extablishment of an overall maximum density in Mission Beach in order to prevent over development.
	The permanent control of height and building bulk so that structures in Mission Beach will not have adverse affects on surrounding property, the beaches, and the community in general.
	The encouragement of good building, site, and neighborhood design through the use of bonuses as rewards for extraordinary development.
	The insurance of necessary health and safety conditions such as the provision of adequate light and air, and storage of trash and garbage.
	The insurance of necessary environmental amenities such as the provision of open space, landscaping and vegetation.
	The development of increased on-site residential parking requirements in order to alleviate the critical parking shortage.
	The replacement of R-4 zoning in Mission Beach with development regulations tailored to the community.
	The incorporation of the R2-B zone into special development regulations tailored to South Mission Beach.

physical development proposals

The solution to the physical problems attendant to residential development in Mission Beach lies in the creation of special development regulations to supercede the existing ones. The following plan proposals will establish the criteria for these regulations. These criteria should apply to all residential development north of Capistrano Place. The development south of Capistrano Place should be regulated by the basic criteria as intended by the R-2B zone.

RESIDENTIAL LAND USE BY DENSITY BY SUB-AREA

4		R	15	ŗ	22	R2	Α	R	3	F P	13A	- R	4	T	DTAL
SUB-AREA	onlock discontinues	AMOUNT	%	AMOUNT	%	AMOUNT	%	AMOUNT	% ,	AMOUNT	%	AMOUNT	%	AMOUNT	%
	PARCELS	10	2	18	3	115	21	254	47	115	21	30	6	542	36
; V	ACREAGE	1	2	1	5	5	26	8	39	5	22	1	6	21	24
	PARCELS	7	4	11	6	74	39	56	30	29	15	11	6	188	12
IV	ACREAGE	1	5	1	7	5	38	3	27	2	16	1	7	13	15
	PARCELS	5	2	24	8	103	35	88	30	62	21	12	4	294	20
HI.	ACREAGE	1	3	2	9	7	31	6	31	4	21	1	5	21	24
	PARCELS	-	-	10	4	91	37	84	35	48	20	10	4	243	16
11	ACREAGE	-	-	1	5	6	34	6	36	3	19	1	6	17	19
	PARCELS	5	2	31	13	124	53	67	29	7	3	1		235	16
1	ACREAGE	1	4	3	16	8	51	4	25	100	3	-	1	16	18
T	PARCELS	27	2	94	6	507	34	549	37	261	.17	64	4	1502	100
T A L	ACREAGE	4	3	8	8	31	35	27	32	14	17	4	5	88*	100

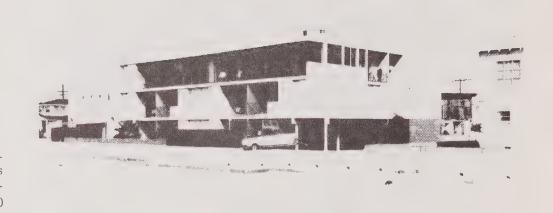
SUB-AREAS



*This excludes 8 acres of vacant residential land.

Source: Research Section, San Diego City Planning Department, September 1971.

Acreages rounded to the nearest whole number.



Consuming almost all of its lot, this building is developed at over 90 units/acre.

density

The 1970 Census revealed that Mission Beach is developed to an average of about 33 dwelling units per net residential acre. If full development occurred under the R-4 zoning, Mission Beach could be developed to a density of over 70 dwelling units per acre. Because of the intense overcrowding and circulation problems that this would cause, it is necessary to limit density well below this figure. If new development is going to resolve rather than contribute to these problems it should be limited to an average density of 36 dwelling units per net residential acre. On a lot by lot basis, the realistic limitation of present development is 2 units on a typical 1250 square foot lot (25' X 50') and 4 units on a typical 2400 square foot lot (30' X 80') or about 72 units per net residential acre. The 1250 square foot lot is the standard lot size north of Santa Clara Place and the 2400 square foot lot the standard south of Santa Clara Place. The proposed limitation of 36 dwelling units per acre would permit 1 unit on a 1250 square foot lot and 2 units on a 2400 square foot lot. These building blocks are the basis for the 36 unit per net residential acre density limitation. The proposed 36 units per acre, while less than presently permitted, is twice the existing density of any community in San Diego.

building bulk

Because the lots are so small in Mission Beach, the problem of excessive building bulk is severe. This can have a detrimental impact on surrounding properties by blocking light and air. The means of controlling bulk are through setback requirements (yards), lot coverage, and floor area ratios. The latter will be discussed in the next section. The need to control bulk and to insure open space is of vital importance. In establishing controls, however, care has been taken not to be so stringent as to prohibit reasonable development of property. Certain criteria, then, has been established that takes both sides of the question into account.

The Courts and Places in Mission Beach provide the only pedestrian open space system other than the beaches. Every residence fronts on either the beach or a Court or Place. Consequently, their preservation is a top priority. Therefore, the existing requirement of a 15' setback should be maintained on all Courts and Places south of Santa Clara Place. Because of the extremely small lot sizes north of Santa Clara, a 10' setback is acceptable on single lots. For property on the south side of Courts, there is an additional problem of shadow control that will necessitate further setbacks for development over two stories. This will be discussed under height limitation.

Rear yards and street side yards in Mission Beach abut alleys in almost all cases. Because these alleys are strictly utilitarian, no setback is necessary above the first story. A setback should be necessary only to insure maneuverability of automobiles in and out of parking stalls. Most alleys are only 16' wide, whereas the minimum turning radius necessary for an automobile is as great as 21'.

Interior side yards present a dilemma because of the narrow lots. Subtracting anything from either side of a 25' or 30' lot leaves very little buildable area. One solution is common wall construction with a 0' side yard. This can only be implemented, however, when two or more lots are developing simultaneously. Otherwise, a minimum of a 3' sideyard plus an additional 2' for each story over two is necessary to insure even minimum light and air. This is less than would be required on a large lot but the most that can be reasonably required for very small lots. On consolidated lots, larger side yards are in order because larger lots allow more flexibility in site design. Where possible, minimum side yards should be 4' with an increase of 3' for each story over two.

A special situation is the setback for yards fronting on beaches. Because of the adequate open space of the beaches, a requirement of 10' is reasonable in most cases. Buildings over two stories should provide additional setback for at least the third story in order to prevent shadows from encroaching on the beaches except for those lots North of Santa Clara where any setback greater than 10' would deny reasonable use of the property.

All of these yard requirements, if taken at the minimum, could still permit bulky buildings. A further requirement, total lot coverage, added to the yard requirements is necessary to combat excessive bulk. A coverage of 50% for interior lots and 60% for corner lots will help to insure a reasonable control on bulk for 2400 square foot lots. For the 1250 square foot lots a requirement of 60% is reasonable. As the size of the lot increases through consolidation, the lot coverage permitted should be reduced accordingly. Again, small lots developed one at a time are going to result in less than desirable open space and bulk control. More stringent requirements, however, would prevent reasonable development of the lot. Some consolidation of lots will be necessary to achieve an overall effect of space between buildings, especially with the 1250 square foot lots.

floor area ratio

While density can be regulated by limiting the number of dwelling units per lot, and bulk can be controlled through setbacks and coverage requirements, these limitations still do not completely solve the critical problem of building bulk in Mission Beach. A lot permitted 4 dwelling units for example, could contain 4 small apartments @ 800 square feet each or 4 large apartments @ 1600 square feet each. The latter case, with 6400 square feet, allows twice the building as the former with its 3200 square feet. For this reason, a further limitation is necessary. This limitation is floor area ratio. The ratio is as follows:

FAR= total floor area total land area

This ratio limits the total living space per lot. Floor area includes most living space but should exclude legal parking, open stairways, trash storage areas, small balconies open on two or more sides, and roof decks. This requirement comes much closer to controlling building bulk based on the size of the lot. The basic ratio for use in Mission Beach should be about 1.0. This requirement should be variable, somewhere between .9 up to 1.2, based on the provision by the developer of certain bonuses such as open space and parking. This ratio, then, works in conjunction with density in controlling the overall development of any particular parcel. A property, therefore, having 4800 square feet of lot area would be permitted 4800 square feet of floor area if the ratio were 1.0. It could be developed (depending on limitations concerning total dwelling units) with 4 units of 1200 square feet each, 3 units of 1600 square feet each, or any other combination not exceeding the maximum floor

area or number of units allowed. This permits a maximum amount of flexibility while insuring that a particular piece of land is not overdeveloped.

consolidation

The standard 1250 and 2400 square foot lots in Mission Beach are extremely difficult to develop. Larger pieces of land provide more flexibility in situating a building on a piece of property. It is understandable that some consolidation of these small lots can result in better development. At the other extreme, however, is the need to limit consolidation at some point if the existing character of the community is to be preserved. The Courts, Places and alleys in Mission Beach act as boundaries, preventing any exceptionally large consolidation. Consideration should be given to closing east-west alleys in order to provide some flexibility in development possibilities. This should be done, however, only at the request of and with the concurrance of 100% of the owners of property abutting the alley. Because of the important role that the Courts and Places serve in providing open space, and east-west pedestrian linkages, they should not be closed. Consideration should be given however, to some minor realignment of the Courts, providing that the terminus of the Court nearest the ocean or bay remains fixed at its present location. Strandway and Bayside Lane. the two narrow north-south streets, provide a continuous link throughout the community both for regular circulation and for emergency vehicles. For this reason these two spines should not be closed. The maximum consolidation, then, becomes the area between two Courts, and between either north-south street and Mission Boulevard. Should an alley be closed it should be done under the condition that an opportunity exists for dedication of an equal amount of property as public open space on the site. Whether such a dedication occurs should be subject to agreement by the City and the developer at the time of the transaction. The area thus defined is considered to be a reasonable area for consolidation. Anything greater could significantly alter the character of the community. Further consideration should be given to limiting the number of units per structure on large consolidations in order to control bulk. Bridging of Courts, Places or the north-south alleys through the use of air rights should not be permitted.

height

The question of height limitation has been a volatile issue in Mission Beach for some time. Temporary height limits, renewed from time to time, have been the interim means of preventing the development of undesirable high rise structures. Unfortunately, in many instances, high rise has been mistakenly equated with high density. The question of density is a separate issue.

A limitation upon the development of high rises in Mission Beach is necessary for several reasons. Without proper regulation, high rises can have a negative impact in terms of excessive bulk, the blocking of wind currents from the ocean to the bay that are necessary for sailing, the blocking of light and air to individual lots, the blocking of views and see throughs, and the creation of excessive shadows. Highrise, per se, is acceptable if it has generous amounts of open space surrounding the structure, has adequate on-site parking, has a proper location within the community.

Unfortunately, Mission Beach is so physically crowded that it is virtually impossible to develop a high rise without it having a negative impact on surrounding property, the beaches, or the community in general. The price of land in Mission Beach and the random ownership of all of the small lots make it difficult to assemble the amount of land necessary for an appropriate highrise.

Because of the unique nature of Mission Beach with its small lots and low profile, the impact of an exceptionally large high rise would be considerable. The will of the residents and property owners has been expressed time and again, and it runs counter to tall buildings. Over 70% of the residents of Mission Beach voted in the November 1972 General Election to impose a permanent height limit on the community. If Mission Beach is, indeed, going to maintain its existing character, that of a low profile community characterized by small residential structures and businesses, then it will be necessary to establish a permanent height limitation. A basic limitation of 35' with a three story maximum is most in keeping with the existing character of the community and the will of the residents and property owners. The critical need is the proper regulation of shadows and structures on the south side of Courts and on Mission Bay. This is because the sun is in the south part of the sky in the former case and because afternoon shadows are undesirable on the Bayside beaches in the latter case.



Three stories is about as high as a structure can go without becoming way out of scale.

Taller buildings, therefore, must necessarily be set back further in these situations. Generally speaking, buildings on the south side of Courts should cast minimum shadows on the Courts themselves and on the front yards on the property facing the north side of the Court. Buildings on the beaches should cast shadows onto the beach no faster than at a rate proportionate to the average useage at various times of the day. In other words, when the beach attendance under maximum beach useage conditions is 30% (such as late afternoon on a hot summer weekend, for example, then the maximum amount of beach in shadows should be 70%.

These limitations strictly regulate the height of all structures in Mission Beach, while allowing some flexibility in providing variety in roof lines. This is necessary in order to maintain the existing character of Mission Beach and to insure the provision of adequate light and air that is so critical in this already intensely developed community.

parking

The lack of adequate off-street parking facilities is one of the most critical problems facing Mission Beach. At present, there are more automobiles (about 5000) than there are legal off-street parking spaces (approximately 3700). Consequently, on-street spaces, which should be used for short term parking such as for visitors, are the only available parking for some residents. The extreme deficiency in parking spaces exists because many older units in Mission Beach do not provide any parking at all.

New residential structures are required to provide 1.3 spaces for one bedroom units and 1.6 spaces for two bedroom units. Even this average of about 1.5 spaces for all units is not sufficient in Mission Beach. According to the 1970 Census, the average dwelling unit in Mission Beach generates 1.7 cars. A higher requirement is necessary therefore, in order to begin to make up the deficit.

The recommended requirements for residential parking in Mission Beach are as follows:

Single Family

2.0 spaces per unit

Two Family (duplex)

1.5 spaces per unit

Three or more Family (apartment)

1.3 spaces per unit (studio)

1.5 spaces per unit (one Bed-room)

2.0 spaces per unit (2 or more Bedrooms)

There are two ways to facilitate the provision of necessary parking. One way is through the consolidation of lots, which provides more flexibility with increased lot area. The other is through the permitting of tandem parking. This allows parking spaces that are blocked by other spaces. Instead of $8\frac{1}{2}$ ' X 20' stalls perpendicular to an alley, for example, stalls of $8\frac{1}{2}$ ' X 40' would allow two parking spaces instead of one. Even in this case every dwelling unit should have at least one space accessible to a public right-of-way. This concept is necessary in Mission Beach because of the critical lack of parking. Special consideration should be given in all large consolidations to constructing the entire development over a layer of sub-surface parking.



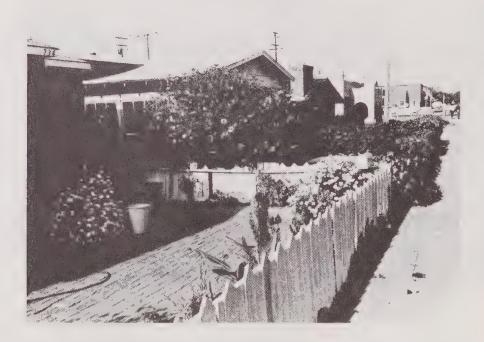
Even a flower garden is a potential parking space in Mission Beach.

landscaping

Mission Beach suffers because of the intensity of development combined with a lack of landscaping. The appearance is that of a community of stucco and concrete. The encouragement of landscaping on a lot by lot basis can work to change that image. A minimum of 20% of the total lot area should be required to be in landscaping and at least 40% of the yard area facing Courts, Streets or Places should be landscaped. Landscaping, in this sense, could include walks and decks in addition to trees and shrubs. Although alleys are principally utilitarian they should also be presentable. Many windows look out on them, and many entrances open out upon them. Adequate trash and garbage storage areas should be provided, out of the public right-of-way, and screened from public view. Consideration should be given to providing for flower boxes on the facades that face these alleys.



A little beautification...



...can go a long way.

The intent of all of these landscaping requirements is to allow flexibility so that adequate yard area can be developed as useable open space, while preventing yards that consist of concrete slabs. A tree that in maturity grows to at least 20' should be required for each lot. This is necessary to soften the harsh impact of buildings, alleys, and walks. The arrangement of structures on their lots should facilitate the creation of useable open spaces. Narrow 3' side yards, while providing light and air, do not provide any sort of useable space. A common wall on the property line on one side and a 6' side yard on the other would allow a useable space. Landscaping is more than trees and shrubs. It also consists of developing useable and presentable spaces outside the home just as they are developed on the inside.

summary recommendations

That a planned district be developed to replace all residential zoning in Mission Beach.
That a density limitation of 36 dwelling units per net residential acre be established for Mission Beach for all new development.
That yards be large enough to insure the provision of light and air to surrounding properties, and that these yard requirements be increased where necessary for buildings over two stories in height.
That a floor area ratio of about 1.0 be established for all residential development, with variations up to 1.2 if certain bonuses such as increased parking and decreased lot coverage are provided.
That minor lot consolidation be encouraged through the provision of increased floor area ratio if it is accompanied by bonuses such as increased parking and decreased lot coverage.
That the maximum consolidation of property permitted be that which is bounded by two adjacent Courts, and by Mission Boulevard and a north-south street.
That a basic height limit of 35' with a three story maximum be established.
That on-site parking requirements be as follows:
Single Family 2.0 spaces per unit
Two Family 1.5 spaces per unit
Three or more Family (apartment) 1.3 spaces per unit (studio) 1.5 spaces per unit (one bedroom) 2.0 spaces per unit (2 or more bedrooms)
That tandem parking be permitted provided that at least
one space per unit is accessible to a public right-of-way.
That 20% of the lot area in residential development be landscaped.
That trash and garbage storage be provided out of the public right-of-way and screened from public view.









HOUSING ELEMENT

A review of the 1970 U.S. Census of Housing has shown that Mission Beach provides a full range of housing types. It also shows that Mission Beach is essentially a renters community. Further, Mission Beach provides a full range of housing by price, although the existence of larger percentages of housing in the higher brackets results in an average cost that is over 20% higher than the cost of housing City-wide for owner occupied units and 10% higher for rental units. Housing units in Mission Beach are smaller than those City-wide but they contain fewer residents per unit. The fact that a number of structures in Mission Beach are reaching their life expectancy makes redevelopment potential relatively high.

The residents of Mission Beach, as detailed under demographic characteristics, are mostly college age students, small families above average in income, and some senior citizens. The higher price of housing excludes moderate income families and senior citizens with fixed incomes, while the small unit combined with excessive costs tends to exclude families with small children. These latter families generally have lower incomes because of their youth and lack of income from the non-working wife.

The trend of new development in Mission Beach is toward luxury rental units and condominiums. This is dictated by the high value of land in the Community. There is an obvious demand for this kind of unit. Until it is saiated, if ever, the trend will probably continue in that direction. Unfortunately there are demands for other types and price ranges of housing which are not being fulfilled.

goals

The continuation of a variety of housing types including single family, multi-family, townhouses, garden apartments, and condominiums.
The promotion of a wider variety of dwelling unit sizes including studios, 1,2 or more bedroom houses, and apartments.
The encouragement of all types of individuals and family sizes to live in Mission Beach.
The promotion of an economically balanced community through the investigation of individual and community rehabilitation efforts, changes in taxing and assessment procedures, and the use of subsidy funds where applicable.
The promotion of a racially and ethnically balanced community through the employment of an affirmative marketing program in meeting housing needs.
The assurance, through assessment and taxation procedures, that private land development practices foster community goals rather than hinder them.
The implementation of residential goals in the Mission Beach Precise Plan through the use of innovative assessment techniques and taxation practices.

housing cost

The cost of creating a new unit of housing in Mission Beach is higher than the cost City-wide because of the complexities of land values, assessment practices, development costs, and demand. These factors make it virtually impossible to build new housing for any group except upper-middle income or above. Any housing that provides for moderate incomes will have to come from the existing housing stock, one way or another.

Land prices are high because of the limited supply and high demand. Lots on the interior of the community are least expensive while lots with ocean and bay frontage are most expensive. Most land has some improvement on it at present. The cost of acquisition of the least expensive single lot with minimum improvements can range anywhere from \$15,000 for a 1250 square foot interior lot to at least \$20,000 for a 2400 square foot interior lot. Because of the limited number of units that can be developed on these lots relative value of the land to the improvement is high.

Construction costs are generally at least \$20 per square foot of floor area. This figure is for a minimum structure in the Mission Beach area. Exceptional development problems, or luxury features, can raise that figure even higher.

The cost of permit fees, architectural fees, landscaping, and the normal profit before sale results in a relatively high sales or rental price for new residential units in Mission Beach. Although it is difficult to speak in terms of actual costs because of the enormous amount of variables, a figure of \$35,000 as a minimum sales price and \$300 per month rental can be assumed to be the basic cost of a unit of housing in Mission Beach developed at a density of 36 dwelling units per acre. Because this is a basic cost, the only means of reducing that cost, short of some form of subsidy, would be through an increase in density. Although it is impossible to determine the exact impact of a change in density, it is safe to assume that the reduction in price would not be in direct proportion to the increase in density. A 50% increase in density, for example, would probably reduce the unit cost by 20% at the most. This, then, is the dilemma that must be faced in any attempt to provide for a range of housing by price.

impact of taxation

The cost of maintaining an existing unit of housing in Mission Beach presents another sort of problem. Many older single family homes and duplexes were bought at a relatively modest cost by people with modest incomes. Over the years however, the rising demand for beach oriented property has resulted in rising property values. Assessments, naturally, have increased. This has resulted in accompanying tax increases. Families whose income has not risen accordingly are faced with a problem of no longer being able to afford to live in their home. Providing some method for persons to own and maintain property in Mission Beach for non-speculative purposes is one of the most serious economic problems. The homeowner's exemption is an example of tax relief for homeowners on a County-wide basis, although its impact in an area such as Mission Beach is minimal. A Senior Citizen Property Tax Assistance Program exists in conjunction with income taxation but even this has limitations imposed on income and property value.

Because of the complexity of the issues of property assessment and taxation the entire subject is treated in further detail in an appendix. Some goals and proposals in this element are based on information contained in that discussion. Some discussion is removed from the body of the text because much of the background information is extraneous to the Precise Plan itself.

housing proposals

The Housing Element of the San Diego General Plan (A Decent Home for Every San Diegan) points out the serious housing deficiences, both quantitative and qualitative which presently exist in a number of San Diego's older neighborhoods and communities. Among those problems are the lack of housing to serve the low income population, and the lack of housing needed to meet the special needs for such groups as students, military personnel, large families, and senior citizens.

City-wide there is a lack of diversity in the price range of types of housing available in certain communities. Further, an ever increasing portion of the existing housing stock is becoming qualitatively deficient because of age, lack of proper maintenance, and functional obsolescence. Those areas characterized by a high percentage of transiency and absentee ownership such as Mission Beach also exhibit a significantly lower level of property maintenance, improvement, or redevelopment. Unfortunately, prevailing tax laws discourage rehabilitation, and encourage the retention of old, substandard structures. Owners are reluctant to rehabilitate because the improvement results in a tax increase.

There are two basic needs in terms of housing that must be fulfilled in Mission Beach. One is to continue the balance where it presently exists. The second is to promote a balance where it does not exist by redirecting development trends. The Housing Element of the General Plan(A Decent Home for Every San Diegan) suggests that every community in San Diego should be economically and ethnically balanced. Council Policy 600-19 requires that the Council do whatever is reasonably and practically possible in all of San Diego's developed Communities to effect the development of economic and racial balance.

The limited amount of land in Mission Beach, coupled with its extremely high value, makes the task of maintaining an economic balance, and creating a balance in ways that it does not now exist, a difficult task. If such a task is not accomplished however, the result will be the continued development of luxury apartments, developing at a rate of up to 150 per year, many of which will be consuming lower cost(and admittedly deteriorating) housing in its path. The final result will be a rich ghetto, catering to one life style only. This could result in Mission Beach becoming the most unbalanced community in San Diego.

In order to provide for a balance of life styles, the basic need is to provide a place in Mission Beach for low and moderate income families, and for families with small children to live. There is a need to continue to insure the availability of housing for students, as well as luxury units for those who can afford it. Provision should also be made for the many senior citizens who have lived in

Mission Beach for years who are now fighting ever increasing taxes and dwindling incomes.

The most reasonable means of providing for these needs is through the rehabilitation of existing housing units.

Many units which are structurally sound could be saved from eventual demolition given some basic code improvements. Remodeling efforts in many cases could be used to expand the size of small units in order to make them attractive to larger families. Both public and private efforts will be necessary in order to encourage rehabilitation. While subsidies may presently be unrealistic, there are other techniques ranging from educational efforts to the actual provision of incentives for certain endeavors. The creation of a neighborhood association for the purpose of encouraging rehabilitation of deteriorating structures is an example of a private effort that could be initiated.

The process of land development inevitably involves taxing and assessment practices. While this will be discussed separately, it should be mentioned that it has a substantial impact on development patterns. Efforts to encourage rehabilitation, for example, could be stimulated by providing incentives through the use of tax breaks for certain rehabilitation efforts. The re-evaluation of all taxation and assessment practices is another necessary step that must be taken in order to clarify the underlying reasons why redevelopment practices assume the form that they do. This could be a monumental undertaking. All practices of the tax assessor are fixed by state law. Generally speaking, assessment practices must be carried out equally for all parts of the County.

The use of subsidy funds, either local or federal, is certainly one method of encouraging rehabilitation efforts. The extremely high land values in Mission Beach, however, tend to work against the use of any subsidy funds since it is logical to disperse these funds where the most can be returned for the dollar. Areas where land is much cheaper, for example, tend to be more suitable for subsidized housing. There is, however, a critical need to upgrade a number of substandard units in Mission Beach. If the housing is to be upgraded without redeveloping totally into luxury units some outside financial aid is necessary and should be sought out.

The preceeding arguments have dealt with the problem of economic balance. There is also a condition of racial and ethnic imbalance in Mission Beach at present. Less than one percent of the residents of the community are black. About three percent reflect a Mexican-American heritage. Both of these percentages are far below the City-wide averages. This imbalance is probably a product of the economic imbalance discussed earlier. Whatever the reason might be, however, the future should include more use of affirmative marketing programs (whereby positive action





There are all kinds of people with all kinds of interests.

is taken to insure that minorities have a full opportunity to live in Mission Beach). This concept is suggested by Council Policy 600-19, in order to insure the opportunity for a reasonable balance of the population in terms of racial and ethnic background.

taxation proposals

The free interplay of the real estate market in Mission Beach has a tremendous impact upon the nature of development. Private land use decisions are seldom based upon community goals but rather upon maximizing the individual's return on a given piece of property. The result of this kind of motivation takes the form of either intense development or pure speculation. In speculating, property is held with the hope that increases in value will result in a considerable profit on the original investment when it is eventually sold. If the property contains minor improvements, they may be left to deteriorate because the eventual redevelopment of the property would involve their removal anyway. The value of property is in the

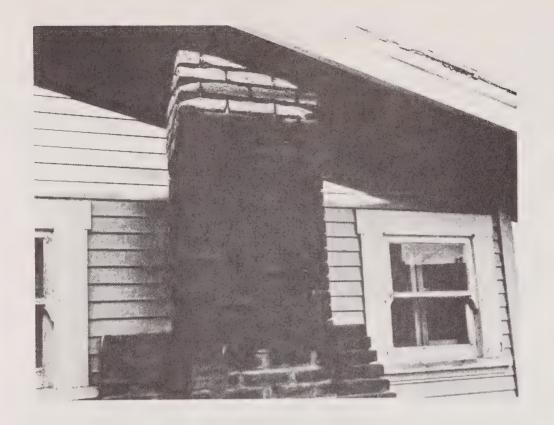
land, not the improvements. Any minor improvement to the property, then, would not be recovered financially when the property exchanged hands. In Mission Beach, this results in a large number of inexpensive residential dwelling units that will continue in use until the cost of owning the property (taxes, maintenance, mortgage) becomes greater than the income, at which time it will either be renovated or redeveloped in order to increase the economic return. Another stigma upon redevelopment involves present structures that are built to a greater intensity than new regulations would allow. These structures are likely to remain because redevelopment would result in less intensive use of the property. There is some question as to whether taxation and assessments should be permitted, in all cases, to continue to rise in line with market activity. These practices are about the only control available upon the free market in Mission Beach. An undesirable result of increasing taxes and assessments is that property serving a need in its present use is sometimes forced into development or redevelopment. An example of this might be the need for lower cost housing in the case of developed property. These needs are usually not realized because these types of uses provide an insufficient return on the land. In other cases, an owner desiring to keep property simply to live on may be forced to sell because of rising taxes. Because of these types of situations, it is necessary to study the feasibility of using taxes and assessments to influence land use decisions in line with adopted community goals.

Mission Beach is affected continuously by the types of economic pressures described above. Decisions on the nature and timing of development activity are predicated on market conditions. Rarely can a decision be made based simply upon whatever is "best" for the community. It is possible, however, to use the process of taxation to change development patterns, at least to a minor extent. This possibility needs to be investigated fully.

Several alternatives are available to replace the present ad valorem taxation system. Each alternative has advantages and disadvantages depending upon the goals desired. The following examples briefly describe some alternatives and how they might be used in order to achieve the goals of the Mission Beach community. Admittedly, some such programs might involve changes in state laws to accomplish. The ideas, at least, are worthy of consideration.

differential assessments

The Veteran's and Homeowner's exemptions are an example of a differential assessment. To use such as assessment procedure in an area such as Mission Beach would involve an assignment of lower assessments in return for whatever desirable goals were sought. These might be redevelopment



This may never be improved if the result is an increase in property taxes.

of substandard properties, establishment of rent ceilings, discouragement of absentee ownership, or other such actions that are not normally occurring in a totally free market.

The California Williamson Act, is an example of a rural application of this type of assessment. Here, farmland is assessed at a lower rate contingent upon its continuation in agricultural land use. This insures agricultural preserves and also wards off the pressures of urban expansion. The system is not without its loopholes. The most significant criticism against this method is that, however unintentionally, it benefits the land speculator. In practice it is impossible to determine if the farmer is truly holding land for farming purposes or simply waiting for values to rise sufficiently to warrant selling.

abatement programs

Such programs could "freeze" the present level of assessments to assist in the achievement of desirable community goals. Up to 100 percent of any increase in taxes could be waived for a number of years. This usually is enough incentive for the private developer to provide the desired objective. Low and moderate income housing projects in other places have been constructed with this technique. Additional incentive is sometimes given in the form of favorable interest rates. One serious obstacle to abatement programs is the loss of revenue to local government. The use of abatement procedures could be more widespread if a program of federal government reimbursements for revenue loss were adopted. No serious obstacle exists however for local government itself to carry the loss if the objective is worthwhile.

site valuation

This taxation system, based entirely on land value or on higher rates for land than on improvements, ranks high as a possible alternative. A number of deficiencies inherent in the present system are overcome and the method has real merit in preventing the under-utilization of land resources.

As mentioned earlier, the present system combines land and improvement assessments at par in determining market value. In site valuation the land is weighed much heavier than the structures on it. It is also possible to assess only the land but this is a rare practice. More often the improvements are assessed at partial value. One of the principle arguments for the system is that it allows the marketplace to operate effectively in pushing land into its highest and best use. Since increases in site values are created by the demand for certain structures upon them, higher taxes on land will force owners to develop the property with the highest use possible. Those who do not wish to develop would sell to those who do, or lose money on their property. Site taxation prevent the under use of the property which the present system tends to support in areas such as Mission Beach. Owners will no longer "carry" run down improvements while waiting for land values to rise. Complementary to higher taxes on the land would be lower taxes on the improvements thus keeping public revenues relatively constant.

Tax assessments under the site valuation procedure, alone however, would only fulfill one goal, that of discouraging speculation. Where more socially oriented goals are involved, such as moderate income housing for families, this system alone has drawbacks. Its use with other systems, such as differential assessment or abatement programs, however, is possible.

summary recommendations

That some housing units capable of housing larger families be developed in order to encourage families with small children to locate in Mission Beach. That lower income housing, in addition to luxury units, be developed in Mission Beach. That rehabilitation of existing substandard housing be encouraged, in order to both improve the quality of housing in the community and to provide lower income housing. That substandard housing having potential rehabil-itation value be identified by type and location. That the availability of housing subsidy funds be investigated for use in Mission Beach in order to encourage the provision of lower income housing. That the feasibility of upgrading the housing stock be investigated in terms of health, safety and sanitation conditions. That an affirmative action program be established in order to inform persons of all levels of the choices of existing housing and to insure that builders and developers of housing in Mission Beach are aware of all available housing programs. That consideration be given to developing in-centives in the planned district approach to promote the provision of a range of housing by price and type. That there be an ongoing review and revision of the qualitative and quantitative housing needs in Mission Beach in order to insure that the plan is being carried out. That current assessment practices in Mission Beach be evaluated in order to determine their impact upon the Community with respect to its established goals. That special taxation programs be evaluated for the purpose of providing tax relief where the economic pressures have an adverse impact upon Community goals. That special taxation programs be investigated for the purpose of encouraging development or redevel-

opment compatible with the goals of the Community.









COMMERCIAL ELEMENT

Commercial activity in Mission Beach is dispersed throughout the Community in a number of small districts. Only one is of any substantial size. All of these commercially zoned areas have less than half of their land in commercial use. Commercial activity in Mission Beach is limited mostly to small retail establishments, some personal services, and a few small motels. Some convenience facilities, such as a supermarket and bank, do not exist in the Community. The commercial areas are characterized by a lack of building maintenance, landscaping and parking. In spite of the location adjacent to the ocean and the bay, commercial recreation activity is limited.

goals

- ☐ The accommodation of commercial retail and office facilities to serve the entire Community, as well as provide an employment base for residents of the Community.
- ☐ The accommodation of commercial facilities necessary to serve the needs of tourists attracted to the community by the beaches.
- ☐ The replacement of C-N and C-S zoning in Mission Beach with development regulations tailored to the Community.
- ☐ The upgrading of those existing commercial facilities characterized by physical deterioration and lack of maintenance.

existing land use

Each of the seven commercial districts contains not more than one acre in purely commercial uses. Spaced about equally throughout Mission Beach, each of these districts has frontage on Mission Boulevard. The only large commercial district is about 9 acres in size, although only two acres are actually used commercially. The accompanying table shows the breakdown of land use by district. As can be seen by the table, only 4 acres of land are actually used for commercial purposes in Mission Beach. Commercial uses can be divided into four major categories; retail, personal services, offices and tourist. Most uses fall in the category of retail. These include a host of small businesses generally in the nature of food stores, general merchandise stores, and eating and drinking establishments. Personal service establishments include barber and beauty shops, and laundries. Virtually all of the office space is used for real estate agencies. Tourist related activity includes about 200 motel units in small establishments. A number of commercial uses are noticeable by their absence. Automobile related uses, including service stations are minimal. Medical and dental facilities, with the exception of a community clinic, are nonexistent. Apparel stores and other stores dealing in special retail merchandise (such as furniture or shoes) are very limited. Consequently, the residents of Mission Beach are dependent upon surrounding communities, especially Pacific Beach, for goods and services necessary to their every day lives.

District	Residential	Commercial	Mixed	Parking	Vacant	Total
Pacific Beach Drive	.3	1.0	-	. 2	.2	1.7
Santa Clara	5.6	1.6	.5	.2	1.0	8.9
Lido Court	.2	.1	.1	-	.2	.6
Ventura	.1	1.0	.3	-	.1	1.5
San Fernando	.7	-	.1	-	.3	1.1
San Gabriel	-	.3	. 2	-	-	.5
San Diego Place	.8	-	-	-	.3	1.1
Total Acreage	7.7	4.0	1.2	.4	2.1	15.4
Mission Beach Park						17.2
Grand Total						32.6 acres

Commercial districts are deficient in terms of physical and environmental considerations. Many buildings suffer from a lack of maintenance. Landscaping of commercial facilities is almost non-existent. A lack of sign control to date has added to the adverse appearance of these areas. The addition of sign control to the commercial zone throughout Mission Beach, however, was a step toward improving the appearance of the Community.

existing zoning

Except for a few parcels of CN (neighborhood commercial) zoned land, almost all commercial zoning is CS. The C zone is the most liberal of all commercial zones, allowing a full range of commercial activity. The S designation indicates sign control, including the prohibition of billboards. The sign control portion of the zone became effective in January of 1973. All signs must be in conformance to the criteria of the zone by January of 1976. The CS zone contains very few development regulations pertaining to commercial uses themselves, including the lack of any parking requirement. There is a floor area ratio governing commercial structures of 2.0 that limits them to two square feet of floor area to each square foot of lot area. Residential uses in the CS zone are subject to a density limitation of 29 dwelling units per acre as well as all accompanying yard and parking regulations for the R-2A zone. Mission Beach contains 33 acres of commercially zoned land. Seventeen acres of this land is encompassed by Mission Beach Park with the 16 remaining acres scattered through the Community in seven different districts. Six of these seven districts are less than two acres in size and contain only a few businesses.

commercial proposals

There are three considerations to be made concerning future commercial land use. The first is the determination of the type of land use that is acceptable. The second is the determination of how the uses should be distributed throughout the Community. The third is the development of regulations necessary to govern future commercial development. Each of these aspects will be discussed separately.

development potential

The two distinguishable types of commercial activity in Mission Beach are neighborhood commercial and commercial recreation. There is a need to improve existing neighborhood commercial development and to allow for some expansion, especially in terms of convenience facilities. Commercial recreation activity should serve visitors to the community but not generate them. Any expansion of these types of uses should be limited in both scope and location.

Neighborhood Commercial - The only commercial district over two acres in size is the Santa Clara district. It encompasses almost nine acres. Having by far the largest concentration of commercial facilities and a central location, it should serve as the one major neighborhood district for Mission Beach. Physical design criteria should be developed that encourage an orderly arrangement of commercial uses in each district, especially the Santa Clara district. Building design criteria should also be developed for use as a guideline in the creation or rehabilitation of any commercial use.

Each existing commercial district in the community excepting San Diego Place is presently developed with some form of commercial activity. Each of these districts either serves or has the potential to serve the surrounding population to some degree. Each of these districts, therefore, should continue to develop in the future with some neighborhood commercial activity. General Plan standards suggest that a community have eight-tenths of an acre of neighborhood commercial for each 1000 population. The eventual population of Mission Beach is projected to be about 8000. This reflects a need for at least 6 acres of land in that use, although more should be allocated in order to provide enough land for each of these centers to develop. In order to allow flexibility, precise acreage figures are not indicated for each district.



This scenic drive is typical of much of the present commercial development.

Another reason for permitting more than six acres of neighborhood commercial is to encourage the development of mixed uses in these areas. This situation exists at present and should continue. Districts should be developed with a mixture of retail commercial, personal service, office and residential uses. Where mixed uses occur in the same structure, non-residential uses should occur on the ground floors with residential uses limited to the upper floors. Where the mixing occurs, the possibility of small business owners living and working in the same building exists. These mixed districts provide a maximum opportunity for small commercial establishments to develop as part of another structure.

Neighborhood commercial districts should accommodate a full range of uses necessary to meet the everyday needs of residents. The actual types of uses and scale will be a product of the demand and the feasibility of the use developing. Limitations should be placed on the physical characteristics of the structures and the amount of activity that they generate. This will be discussed further under development regulations. The opportunity should exist for the development of some small scale convenience facilities, especially where they are presently lacking. Small specialty shops relying heavily on visitor trade may want to locate in commercial-recreational area.



Asphalt and concrete is attractive to cars but not to people.

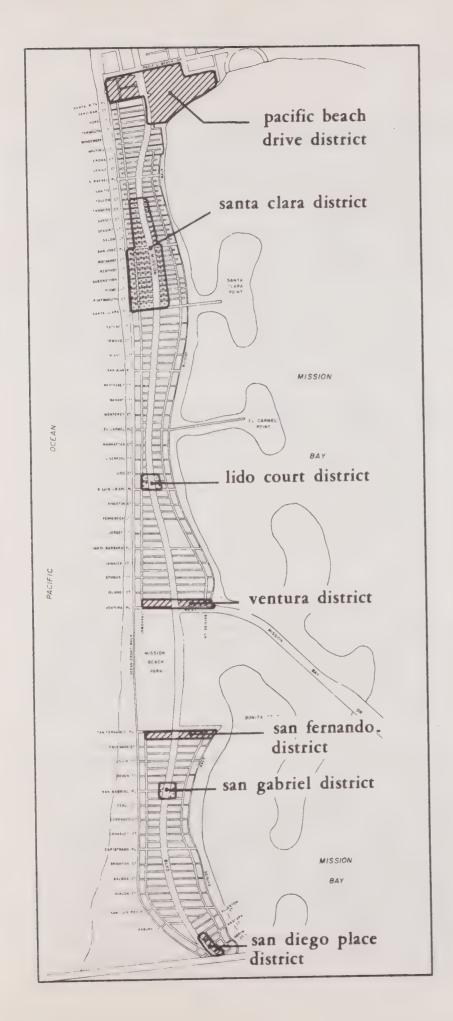
Commercial Recreation - This activity, at present, is limited to a few restaurants and motel facilities in spite of the fact that a large number of people from outside the community come to visit, especially to use the beach. Most people who stay are housed in fully equipped summer rental units. These people, as well as the daily visitors, generate some demand for commercial recreation facilities. There is a potential for the development of extensive commercial-recreation facilities because of the unique goegraphical situation of Mission Beach, adjacent to the ocean and Mission Bay Park. Intense development of commercial recreation could result in a substantial change in the character of the Community from residential to recreational. This would be undesirable in light of an overriding community goal for Mission Beach to maintain its existing character.

While a change in the character of the Community is neither proposed nor anticipated, consideration should be given to providing some commercial recreation facilities, specifically restaurants, specialty shops, and hotel and motel units. Any concentration of these types of facilities should be adjacent to entrances to the Community. This is necessary because of existing vehicular congestion on the streets and alleys. Development of any commercial recreation activity should be compatible with the development of the rest of Mission Beach. Permitted uses in commercial recreation districts should also include the range of residential and commercial uses proposed for the neighborhood commercial districts.

distribution of land uses

At present, there are seven commercial districts in Mission Beach. Although Mission Beach Park is zoned commercial, it is being excluded from this discussion and will be treated separately in the Community Facilities Element. The following analysis generally describes each district, and its potential.

- 1. Pacific Beach Drive District. This district, immediately south of Pacific Beach Drive, includes about 2 acres of land, excluding the Catamaran Hotel. Most of the land is being used for commercial purposes. This land has a stronger relationship with commercial development to the north than to Mission Beach. The area to the north is visitor oriented and has potential for further development as a tourist area. The Pacific Beach Drive district should relate to the ocean and to development to the north, as well as provide an entrance to the Mission Beach community.
- 2. Santa Clara District. This area, North of Santa Clara Place and along Mission Boulevard, encompasses about 9 acres of land, most of which is used as residential. Less than 2 acres is being used as commercial at present. Although this is the largest district in Mission Beach, it is not providing a full range of convenience facilities. The district is characterized by small retail services, a large number of eating and drinking places, and a few professional services. There is an extreme lack of offstreet parking. Most buildings are in need of physical improvements. In the future, this area should serve as a major neighborhood commercial center characterized by a mixture of land uses.
- district, adjacent to Lido Court, contains a total of about 1/2 acre of land, less than half of which is being used commercially. It provides minor commercial service to the adjoining residential uses. The commercial facilities are of a retail and personal service nature. This area has practically no parking. In the future it should function as a small convenience center for the residents in the immediate area.



COMMERCIAL PROPOSALS

legend

neighborhood commercial

commercial recreation

- Ventura District. This district includes land on the north side of Ventura Place and West Mission Bay Drive. It contains one and one half acres of commercially zoned land, most of which is being used for commercial purposes. It is characterized by retail services, some of which are oriented toward visitors to the beach. Like the other areas it is lacking in terms of physical improvements and in need of maintenance and reconstruction of some buildings. In the future, this district should be oriented toward commercial recreation activity because of its proximity to the concentration of visitor activity. Physical upgrading is of extreme importance here, as this district is a highly visible entrance to Mission Beach.
- 5. San Fernando District. This district includes the strip of land on the south side of San Fernando Place. Just over one acre in size, this district contains several office type uses but practically no commercial development. Because this strip borders Mission Beach Park, and because it is adjacent to the center of visitor activity, it is appropriate for limited commercial recreation activity. Because the area is so visible, the physical appearance is critical.
- 6. San Gabriel District. This district, adjacent to San Gabriel Place, is extremely small, encompassing only one half acre of land. Commercial uses account for about half of this. Like the Lido Court district, this area is characterized by limited parking and extremely old buildings containing small retail services, mostly eating and drinking establishments. In the future it should serve as a small convenience center, providing for the immediate needs of people in the area.
- 7. San Diego Place District. This district is located at the southern tip of Mission Beach. It is one acre in size and does not presently accommodate any commercial uses. The boundary of this district is very irregular. Because of the development of recreational areas in South Mission Beach in close proximity to this area, this district could be developed with a mixture of uses including convenience establishments to serve the needs of visitors to the recreation area.

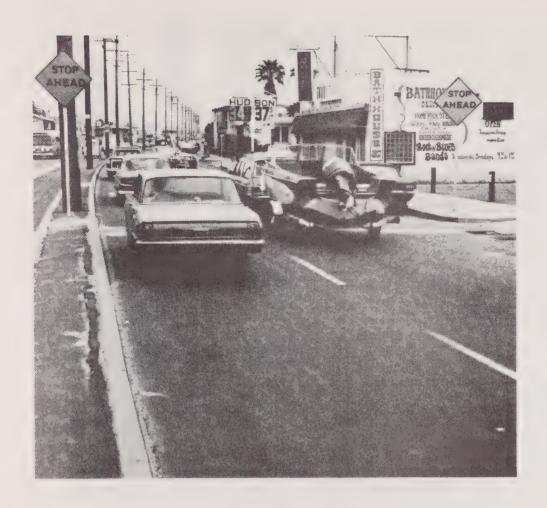
development regulations

In order to regulate future commercial development in Mission Beach existing commercial zoning should be superceded with a planned district. Existing zoning does not allow the flexibility that is possible with special regulations. The criteria detailed herein provide the framework for development of the proposed planned district regulations.

Location - Neighborhood commercial development should be permitted in each of the seven commercial districts in Mission Beach. The Santa Clara, Lido and San Gabriel districts should be restricted to neighborhood commercial and residential uses only, with Santa Clara developed as the major neighborhood center. Commercial recreation activity should be limited to the Pacific Beach Drive, Ventura, San Fernando, and San Diego Place districts. The first three are adjacent to entrances to Mission Beach. The latter is adjacent to a considerable amount of improved recreational space at the southern tip of the community. Because of its limited size, and because congestion is less of a problem in south Mission Beach, this is considered to be an acceptable location for a limited amount of commercial recreation use.

Building Bulk - Because the commercial districts are proposed to contain residential as well as commercial uses, and because of the critical need for open space in Mission Beach, setback and lot coverage requirements in all commercial districts should be basically the same as those proposed for residential districts. The major factors include 15 foot setbacks on Courts south of Santa Clara Place and 10 feet on Courts to the north, at least 3 foot setbacks for interior side yards with an additional 2 feet for every story over two, and a maximum of 60% lot coverage for corner lots and 50% for interior lots. Somewhat higher coverage is acceptable for property used solely for commercial purposes that is not adjacent to residential development.

Floor Area Ratio - The maximum floor area ratio for commercial uses should be about 2.0. Variations from the actual FAR should be granted bonuses for extraordinary development. Exact criteria should be established that permits a higher floor area ratio for increases in open space, landscaping and the provision of off-street parking associated with commercial uses. The floor area ratio criteria for residential or any other non-commercial land uses should be the same as those proposed for residential districts. Where mixed uses are involved, the maximum amount of floor area permitted for residential for the given lot size should dictate the maximum amount of residential floor area permitted. The difference in floor area between the residential maximum and the commercial maximum should then dictate how much floor area remains for commercial use.



Poles and signs and cars and boats tend to hide any commercial activity.

Consolidation - The same criteria developed for residential district consolidation should apply to commercial districts. Generally speaking, some east-west alley closing should be permitted. The closing of north-south streets, or the Courts, should not be permitted. Some realignment of Courts should be permitted if the guidelines established for residential consolidation are followed.

Height - As with residential districts, a basic height limitation of 35 feet should be established for all commercial areas. This limit is in keeping with the limitation established for the remainder of Mission Beach. Specific criteria developed for residential districts should be applied to both neighborhood commercial and commercial recreation districts.

Parking - Because of the extremely small lot sizes in Mission Beach, the high price of land, and the need to encourage neighborhood commercial facilities, there should be no offstreet parking requirement for neighborhood commercial development. Because commercial parking is needed, however, the provision of off-street parking should be rewarded with a bonus in floor area ratio. Specific attempts should be made to encourage the provision of at least two or three spaces in conjunction with each new development for use as loading and short term customer parking.



Landscaping could go a long way to change this "ocean vista".

In order to minimize the impact of commercial recreation development on the Community, off-street parking should be required for any new hotel and motel facilities. These facilities cater strictly to visitors, providing no necessary service to residents. One parking space should be provided for each guest room in these facilities.

Residential uses developed in commercial districts should meet the same parking requirements as specified for residential districts. Bonuses in FAR should be provided in these districts for the provision of extra parking as suggested for residential districts.

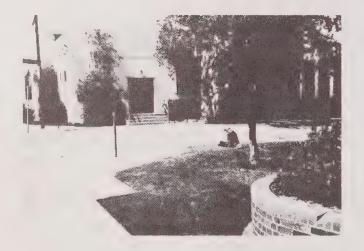
Landscaping - A minimum of 10% of the total lot area for commercially used property should be required for landscaping. For residential uses, landscaping requirements as detailed for residential districts should apply. Commercial districts in Mission Beach at present suffer from a severe lack of desirable amenities. Existing development, as well as new development, should be encouraged to upgrade through the provision of landscaping where possible, as well as through increased building maintenance and early compliance to the new sign control provisions. Adequate requirements should exist for the storage and screening of all trash and garbage created by commercial uses.

summary recommendations

That a Planned District be developed to replace all commercial zoning in Mission Beach. That existing commercial districts be maintained and that no new ones be created. That the Santa Clara district be developed as the major neighborhood commercial center in Mission Beach. That neighborhood commercial uses be permitted in all commercial districts. That commercial recreation uses be limited to the Pacific Beach Drive, Ventura, San Fernando, and San Diego Place Districts. That requirements regulating building bulk be deve-loped for all new non-residential uses in commercial districts. That a floor area ratio of about 2.0 be developed for all commercial type uses, with bonuses provided for extraordinary development. That minor lot consolidation be accepted with the limit being the area bounded by two adjacent Courts, and by Mission Boulevard and a north-south street. That a basic height limit of 35' with a three story limitation be established for uses in commercial districts. That a minimum amount of parking be encouraged for all commercial type uses. That a minimum of 10% of the lot area of all commercial uses be landscaped. That businesses be encouraged to conform to the new sign control ordinance as soon as possible.











COMMUNITY FACILITIES ELEMENT

The quality of community facilities relates directly to the quality of life. Such facilities as schools, libraries, parks, police, fire protection, health care, and utilities play an integral part in the day to day activity patterns of people. They provide citizens with such things as relaxation, education, safety and other essentials of a desirable environment.

Ideally, General Plan standards can be applied to determine community facility needs. Mission Beach, however, is a unique community with unique problems. Therefore, typical General Plan standards are difficult to apply. The results of applying normal standards to Mission Beach would be an unrealistic assessment of actual Community needs. These facilities, then, must be carefully evaluated in terms of identifying specific needs and providing reasonable solutions. The following community facilities element of the plan contains a brief assessment, goals and proposals for each type of community facility serving Mission Beach.

SCHOOLS

The Mission Beach Elementary School, centrally located at the corner of Santa Barbara Place and Mission Boulevard, is the only public school located within the Mission Beach community. The elementary education function ceased in the summer of 1973, however, when the facility was converted to a special education school, and the elementary students transferred to Farnum Elementary in Pacific Beach.

goals

- The provision of adequate elementary and secondary education to all school age persons in Mission Beach.
- The encouragement of intensive use of the public school facility for other uses in addition to elementary education such as special education, adult education, recreation, and civic and cultural activities.

Situated on only two acres of land, four of the thirteen classrooms in the school facility are pre-Field Act and, consequently, must be vacated by July, 1975, in order to meet State of California earthquake standards. During the 1972-73 school year the school had an enrollment of approximately 130 students in grades kindergarten through six. The 1970 United States Census of Population indicated that, at that time, about 340 children between the age of 5 and 11 lived in Mission Beach. The discrepancy between this figure and school enrollment exists for two reasons. First, students in the Northern part of Mission Beach had the option of attending Farnum Elementary instead of Mission Beach Elementary if they desired. Second, some students in Mission Beach attend private schools. The exact breakdown by category is unknown. During the past few years, decreasing enrollment at Mission Beach Elementary School raised concern over the future of the facility. This, compounded by financial problems has led the School Board to terminate the elementary education function. Two goals of the plan relate directly to this issue. One calls for a variety of family types to live in Mission Beach while the other calls for the promotion of an economically balanced community. The Community at present contains a proportionally low percentages of families with children and an even smaller percentage of lower income families with children. The elementary



The young will find an education but not in Mission Beach without a school.

school is of extreme importance if these types of families are to be attracted to Mission Beach. The primary consideration made by these types of families in choosing a place to live is the existence of a convenient neighborhood elementary school.

While it is a goal of the Precise Plan to attract families with children to Mission Beach, it is impossible to predict the actual numerical increase that might occur, or when it might happen. The plan does project an eventual population in Mission Beach of about 8,000. This increase of one-third over the present 6,000 residents could result in an eventual yield of as many as 450 elementary age students if the current resident-student ratio exists in the future. Any increase in this ratio would result in a proportional increase in the number of students. An elementary age student population of a size sufficient to warrant a small elementary school facility in Mission Beach exists at present. The number of students could increase in the future, although the rate of the increase will depend on the ability of the community to attract families with small children.

summary recommendations

- That the Mission Beach Elementary School be reopened as an elementary educational facility at its present location.
- ☐ That the attendance district for Mission Beach Elementary School be coterminous with the northern boundary of the Mission Beach community(Pacific Beach Drive).

LIBRARIES

In the past, Mission Beach was served by a small branch library. This facility was closed in 1964 because of lack of use. At present, Mission Beach is served by the Pacific Beach Branch Library, and by bookmobile service.

goals

- The provision of adequate library service, capable of fulfilling the general cultural, educational, and informational needs of the Mission Beach community.
- Assurance that any library facility located in Mission Beach will be convenient, safe, and free from excessive noise levels.

General Plan standards indicate that at least 15,000 residents are necessary to support even a small branch library. Mission Beach will probably never have many more than one half this number of residents and, therefore, a regular facility could not receive the use necessary to justify its existance. Some consideration should be given, however, to the need for library service within a reasonable proximity of the residents of Mission Beach.

Demand for library service in Mission Beach should be periodically evaluated in order to determine the adequacy of service provided by the Pacific Beach Branch and the bookmobile. If and when such service is considered to be inadequate, an attempt should be made to upgrade it. The possibility of a storefront auxiliary to the Pacific Beach Branch, located in the Santa Clara commercial district, should then be explored. Such a facility could fulfill at least a partial need of the residents of Mission Beach desiring to use such a facility in terms of a book collection and space for study. Sources of funding for such a facility should be fully investigated.

summary recommendation

☐ That the Community be periodically evaluated in terms of its need for a library facility, and in terms of the support that it would give to such a facility.

PARKS AND RECREATION

Park and recreation facilities immediately adjacent to Mission Beach are among the finest in California, with Mission Bay Park on the east and the Pacific Ocean on the west. The area is a haven for all forms of water-related and outdoor activity. In addition, the City of San Diego operates a community recreation center located on the bayside on Santa Clara Point. The City also owns the land which is leased to Belmont Amusement Park. The expiration date of that lease is January 31, 1974. Almost all existing recreational facilities adjacent to Mission Beach are in the form of beaches and marinas. There is only a minimum amount of landscaped park land in the Community, most of which is related to Mission Bay Park. Almost all recreational facilities in Mission Beach are intended for use primarily by the week-end and summer visitor, and secondarily by the resident.

goals

- The preservation of all existing open space in Mission Beach, including the beaches and recreational facilities adjacent to the beaches.
- The integration of usable public open space into the developed portion of the community.
- The accommodation of visitors to the beach without creating an adverse impact upon the residents of Mission Beach.

Because Mission Beach is adjacent to Mission Bay Park, and because it has so much beach area, it is virtually impossible to apply normal standards for park development. While there is no lack of park and recreational facilities in quantity, there certainly is in type, especially passive landscaped areas for the resident. The compactness of Mission Beach creates a demand for usable open space almost on a lot by lot basis. Small mini-parks scattered throughout the Community could provide areas for recreational purposes and for open space. Linkages between the bay and the ocean could further provide for needed open space and activity areas not related to the beach.

Because of the extremely high value of property, public acquisition of land for parks and open space is highly unlikely. The possiblity of consolidation of lots combined with alley closings, however, provides an opportunity to create miniparks adjacent to consolidated property through an agreement by the City and the land owner. The possibility of eventually closing some of the Places and converting them to pedestrian



The recreational potential is rather obvious.

malls provides a further opportunity for the penetration of usable open space into the Community. Special consideration should be given to closing Places, where possible, between the north-south alley and the waterfront walk in order to create mini-parks. Consideration should be given to landscaping the playground at the elementary school so that it could function as a small neighborhood park. Every opportunity of this nature should be explored in an attempt to integrate usable open space into the developed portion of Mission Beach. It is recognized that other park and recreation activities City-wide are much higher on the priority list for spending. The Santa Clara Point facilities, and the proposed Bonita Cove and Mission Point facilities do provide landscaped playground activities. Should such concepts as those discussed herein become feasible, however, every attempt should be made to carry them out. Means of gaining such improvements from the private sector through assessment districts or trade-offs of some kind(such as floor area ratio bonuses) should be explored.

the beach

There are approximately 4 million square feet of excellent sandy beach adjacent to the Mission Beach Community, ranging in width from 50' to 200'. These beaches are among the most popular and heavily used in the City. It is anticipated that the demand for use of those beaches will continue to increase. Consequently, provisions must be made to accommodate this demand without a resultant adverse impact upon the Community.

The most critical problem created by this high demand for beach use relates to parking. At present, there is an extreme lack of parking even for residents of the Community. Beach users generally concentrate adjacent to parking lots and the intensity of use of the beach decreases as the distance from available parking increases. Another beach related problem



Perhaps sailboats will replace cars in the future.

is that of maintenance. During periods of heavy use, especially, trash piles up on both the beach and on private property adjacent to the beach. Until people stop littering, increased receptacles and maintenance will be necessary. Beach erosion is another problem. Action of the water on the beach causes a natural depletion of sand. The beaches are currently replenished with sand on a periodic basis. Consideration should be given to a permanent solution through the study of underwater groins and breakwater as outlined in the City of San Diego's Ocean Edge report.

belmont park

The City of San Diego owns a parcel of land approximately 17 acres in size between Mission Boulevard and the ocean, south of Ventura Place. At present, approximately one-half of this area is leased to a private interest that operates the amusement park. The current lease expires in January of 1974. The only permanent structures on the entire site include three buildings and the roller coaster. One building is a public rest room and changing facility, the second a concession building housing several of the amusement attractions, and the third a large facility housing a public indoor swimming pool (The Plunge) and a series of shops and concessions. That portion of the site not occupied by the amusement park is used for parking, accommodating about 600 automobiles.

The entire parcel, known as Mission Beach Park, is restricted to park use in perpetuity. This entire parcel of land is one of the largest single pieces of public land adjacent to the ocean in the urbanized portion of San Diego. Because of the critical need of providing access to the San Diego coastline, this entire parcel of land should continue in City ownership and in a recreational use in the future.



The roller coaster is a registered historic site, and a Mission Beach landmark.

Careful consideration should be given to specific uses for this parcel in the future because of the relationship of the site to the ocean and the bay. The amusement center, enjoying a tradition of 50 years at its present location, is successfully operating at present. Before issuing another long term lease, however, a commitment to upgrade the facility by the future lessee should be required. The commitment should be in a form of a master plan, including a description of physical improvements coupled with a time schedule for carrying out the improvements. Any plan for the site should insure that the facility will not have a negative impact upon Mission Beach in terms of noise, traffic, parking or intensity of development and use.

The parking area on the Mission Beach Park site is the largest single parking reservoir in Mission Beach. Although a 1,200 car facility is presently being developed across Mission Boulevard adjacent to Bonita Cove, the existing parking will still be necessary to accommodate beach users. Consideration should be given in the future to the development of a low-rise parking structure on the site, adjacent to Mission Boulevard and away from the beach. This would provide parking for beach users while resulting in a more efficient use of the land.

The Plunge building itself is now, and should continue to be, operated by the City. Continuing maintainance should be performed on the structure in order to prolong its useful life. The shops in the buildings should serve the park as well as beach users and pedestrians on the boardwalk. Access to this facility should be directly available to the public rather than through the privately controlled amusement park.

summary recommendations

parking structure on the site.

That all beaches and open space in the Community remain accessible to the public, and be suitably maintained. That consideration be given to the development of small public mini-parks throughout Mission Beach in conjunction with lot consolidation efforts. That the ends of Places, and the school playground, be developed into landscaped mini-parks if and when possible. That the establishment of pedestrian linkages between the ocean and the bay at the Places be initiated when and where feasible. That a means be devised to distribute beach users through-out the entire length of the beaches. That the amusement facility, if continued at its present location, be upgraded, subject to a detailed master plan. That the Plunge building be retained, remain in service, and have better public access. That a portion of Mission Beach Park, adjacent to Mission Boulevard and away from Ocean Front Walk, continue in use as a suitably landscaped parking reservoir with consideration given to the eventual development of a low-rise

POLICE PROTECTION

Having the highest density of any community in San Diego, the concentration of population has some direct bearing upon the crime rate in Mission Beach. Also, the mix of different types of people leading different life styles causes a need for additional police protection at certain times. Consequently, the San Diego police department, providing service from the University Substation, receives a high number of requests for service in Mission Beach.

goals

- ☐ The elimination of criminal acts in the Mission Beach community through the elimination of those conditions leading to such acts.
- The provision of adequate police protection in order to insure the rights of the residents of Mission Beach.

The nature of crimes in the community generally involve such occurrences as trespassing, theft, and disturbing the peace. Violent crimes are a more infrequent occurence. A community relations office was established on Mission Boulevard in the summer of 1972 in an attempt to create a better channel of communication between residents and the police department. With a communication vehicle of this sort the divergent life styles in Mission Beach now have a better opportunity to understand each other, as well as the law enforcement agency. Past performance in other communities has demonstrated that this type of facility can greatly reduce misunderstandings that lead to incidents. If crime in Mission Beach is to be reduced, more must be known about the nature of the crimes and the reasons that they are committed. Preventive measures by residents, such as better protection against theft, could probably aid in reducing the rate significantly. Increased protection may help, although simply stepping up protection is only a partial approach to solving the problem. The community relations office, in addition to providing the forum that it does, is an excellent field laboratory for the purpose of attempting to comprehend the underlying reasons for crime in Mission Beach, and for suggesting ways to eliminate it.



Protection for all persons, not the least of which are senior citizens.

- ☐ That the Community Relations Office continue in its present location.
- ☐ That the nature and frequency of crime in Mission Beach be evaluated by both the public and private sector in order to determine the adequacy of police protection and in order to find means of eliminating the causes of the crimes.
- ☐ That streets, Courts, and alleys receive adequate lighting in order to insure the safety of persons using these thoroughfares.
- ☐ That residents be encourage to use the operation identification program in order to mark their personal property in an effort to reduce theft.

FIRE PROTECTION

Mission Beach at present does not have enough demand to warrant its own fire station. The nearest facility is located in Pacific Beach. Normally, service from Pacific Beach is adequate. During periods of extreme congestion in the summer months, however, the ability to respond can be severely impaired.

goal

The elimination of those hazards that could cause fires, coupled with the elimination of hazards that prevent the adequate fighting of those fires that do occur.

Small alleys in Mission Beach, the high density, the median on Mission Boulevard, excessive on-street parking, and extreme congestion all somewhat limit the ability of equipment to respond in order to fight fires. When intense traffic congestion during the summer months is added to these other situations, the problem becomes critical. Other than Mission Boulevard, the only vehicular circulation routes are two north-south alleys and a series of perpendicular connecting alleys. The fire department will not take equipment off of Mission Boulevard because the alleys are too narrow for maneuverability. Consequently, most fires are fought by extending hoses from Mission Boulevard. This situation can seriously impair fire fighting.

Mission Beach has a fire code rating of 3, which is considered good. The actual incidence of fires is relatively low. There are a large number of wooden structures in the Community, many with very old wiring. According to the fire department the action of the salt air on the wooden structures over the years, however, has made these buildings somewhat fire retardant. The main problem, then, is one of inaccessibility during the summer periods of peak congestion. Solution to the problem involves either an elimination of the extreme traffic congestion, or in the positioning of some equipment in the community during these periods of congestion.

- That future modifications to the circulation system include consideration of the maneuverability of fire equipment.
- That some means be developed for getting fire fighting equipment to fires during the periods of peak congestion.
- That residents initiate programs to reduce fire hazards such as unsafe wiring and storage of combustible materials.

HEALTH CARE

The Mission Beach Community does not contain any private medical care facilities, although there are some 32 physicans practicing in Pacific Beach. The only facility located within Mission Beach is a private free clinic, which is seriously understaffed and, hence, unable to meet many needs for treatment. This is partially due to the fact that the facility serves a larger area than Mission Beach. The closest complete dental facilities of a private nature are also located in Pacific Beach.

goals

- The provision of adequate medical consultation and treatment facilities for the residents of Mission Beach.
- ☐ The elimination of the underlying causes of health related problems in Mission Beach.
- ☐ The expansion of educational programs in order to prevent health related problems in Mission Beach.

The exceptionally large number of young people living in Mission Beach is reflected in the demand for consultation and treatment at the free clinic. Over half of the consultations involve persons seeking information on contraception, venereal diseases, and pregnancy, although just a fraction of these need treatment. A small percentage of the patients have drug problems, while the remainder are seeking consultations on general medical problems. While this facility does not limit practice to Mission Beach residents, it is safe to say that Mission Beach residents represent a cross section of the clinics clientele.



In some cases the healing may be spiritual rather than physical.

The immediate need in Mission Beach is to eliminate existing health care problems and to prevent them from reoccurring. While the San Diego County Health Department also provides treatment and education services, such assistance is on a somewhat limited basis, due to financial considerations. An expansion of medical facilities, especially public facilities, is necessary to meet existing needs and to prevent future problems. Further, a code enforcement program should be considered in order to evaluate the incidence of health and safety hazards in Mission Beach. Violations of sanitation and overcrowding, if such conditions exist, must be corrected in order to eliminate some of the underlying causes of problems. An ever expanding educational program can also assist to eliminate health and safety problems.

- That programs of medical treatment, consulations, and education be expanded where feasible.
- ☐ That possible violations of sanitation and overcrowding that directly affect the health of residents be investigated, identified and eliminated in Mission Beach.

PUBLIC UTILITIES AND FACILITIES

Some public utilities and facilities have presented considerable problems in the past from the standpoint of aesthetics as well as safety. The negative impact of public utilities can be eliminated with foresight, and with a sound implementation program.

goals

- The provision of necessary public utilities and facilities in Mission Beach as needed.
- ☐ The elimination of any adverse impact of public utilities in Mission Beach.

Electrical distribution lines have presented a serious visual problem in Mission Beach for years. The Mission Boulevard improvement project will eliminate this problem on the Boulevard although a myriad of wires and poles on the interior alleys will remain, and even increase, because of the Boulevard project. Private efforts, at the owner's expense, will be necessary if these are ever to be eliminated.

Storm drainage has been a problem in Mission Beach for years. High tides combined with rainfall have caused flooding situations. This situation will be corrected as part of the Mission Boulevard Improvement Project. Pump stations, which have been above ground eyesores in the past, should be located underground in the future.

Location and design of comfort stations should receive special 'consideration in the future. Proper location is necessary in order to minimize the impact on surrounding property.

About 50% of the water mains in Mission Beach have been replaced recently and will be adequate for many years. Asbestos cement pipe is now being used to replace old cast iron pipe. The northern and southern portions of the Community have the new water lines. The central area will probably receive new lines sometime during fiscal year 1975. After completion of that project, water service will be up to date throughout the entire community.



Wires and poles are a monument to physical chaos in Mission Beach.

Mission Beach is sewered by a trunk line running the length of the Community under Bayside Lane. The gentle slope of the lines curbs capacity and causes increased maintenance because the slow flow of waste fails to adequately scour the pipe. Sewers north of the Redondo Court area flow north to Pacific Beach while those south of there flow south to Ocean Beach. All lines, at present, are old concrete pipes. Replacement of these pipes will begin in about fiscal year 1976. New pipes will be of vitrified clay. Total replacement over the years is expected to occur before any serious problems with the existing system occurs.

- ☐ That all overhead wires and poles be removed from Mission Beach.
- That adequate storm drains be provided where necessary to eliminate any drainage problems.
- ☐ That all pump stations be placed underground.
- That comfort stations be provided where necessary, and that they be designed and sited so as to not adversely affect the community.
- That water and sewer lines continue to be systematically upgraded.











TRANSPORTATION ELEMENT

The basic purpose of transportation is to provide each member of the community with maximum opportunity for access to goods, services and activities, both public and private. The achievement of this purpose will require that a fully integrated system of vehicular, transit, bicycle, pedestrian and parking facilities be considered. The following Transportation Element of the Mission Beach Precise Plan discusses each of these facilities and itemizes goals and proposals for their improvement.

VEHICULAR MOVEMENT

The Mission Beach vehicular circulation system consists of one main street, Mission Boulevard, traversing the length of the Community. There are two access points in and out of Mission Beach. Internal vehicular movement is served by two north-south alleys parallel to Mission Boulevard, one to the east and one to the west. By definition these are called streets, although by function and appearance they are alleys. Perpendicular to the north-south movement are a series of east-west alleys, Places, and Courts. The alleys and Places serve automobiles, while the Courts are sidewalks serving pedestrians. Basically, alleys and Courts alternate throughout the length of the community, with a Place occurring instead of a Court about every seven Courts north of Santa Clara Place, and every four Courts south of Santa Clara Place.

Mission Boulevard has a right-of-way of 80 feet, with an actual distance of 60 feet from curb to curb. Strandway, parallel to Mission Boulevard to the west, has a right-of-way of 20 feet. Bayside Lane, parallel to the Boulevard on the east, has a right-of-way of 16 feet. Strandway is one-way south and Bayside Lane one-way north. The east-west alleys all have a 16 foot right-of-way while the Places are 24 feet. In the case of all of the alleys and Places, the right-of-way distance is the same as the pavement width. Generally speaking, Mission Boulevard acts as a distributor for all vehicular traffic in Mission Beach. The east-west alleys and the Places provide internal access to and from the garages of residences. Because there are cuts in the Mission Boulevard median only at the Places, those alleys carry somewhat more traffic than the



Alleys provide the only alternative to Mission Boulevard for vehicles.

others. The north-south alleys are used for short vehicle movement, usually between the distance from one Place to another. These streets and alleys make up the entire vehicular movement system in Mission Beach.

Mission Boulevard serves over 20,000 automobiles everyday. According to the City of San Diego street and highway standards, a street with this volume should have four 12 foot lanes with a curb to curb distance in excess of 80 feet. The Boulevard has four 10 foot lanes in a 60 foot curb distance. The most constricting portion of the Boulevard, at present, is the Ventura intersection. During periods of heavy use traffic backs up into both North and South Mission Beach. The alleys are generally adequate to handle local traffic under normal conditions. Unfortunately, the severe lack of parking in the Community results in the alleys being used to store automobiles (sometimes illegally) rather than to distribute them. The situation becomes critical when vehicles circulate through the alleys looking for parking. Visitor traffic coupled with local traffic sometimes causes Mission Boulevard to exceed capacity during the summer. These conditions all create an undesirable situation in Mission Beach from a traffic circulation standpoint.

The number of automobiles generated for purpose of employment is unusually large. According to the 1970 U.S. Census of Population, over 80% of all persons traveling to work from Mission Beach drive their own automobile, compared to only 65% City-wide. This is partly because there is virtually no employment base in Mission Beach itself. A high degree of vehicle ownership intensifies the overall traffic and parking problem, while the high rate of usage for employment purposes intensifies the peak hour problem.

goals

- $\hfill\Box$ The reduction of overall vehicular congestion plaguing Mission Boulevard.
- ☐ The reduction and, if possible, elimination of through traffic on Mission Boulevard.
- The curtailment of beach user traffic on Mission Boulevard.
- The reduction of the present pedestrian and vehicular accident rate on Mission Boulevard.
- ☐ The improvement of the physical appearance of Mission Boulevard.

existing traffic conditions

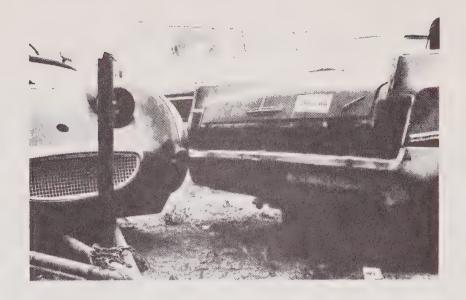
Mission Beach, at present, houses about 6,000 people in 3,350 dwelling units. It has a limited amount of commercial activity that accounts for some generation of traffic. At least 30% of the traffic within the Community is through traffic. Actual counts have indicated that this figure, at times, is as high as 40%. Because of the generous amount of beach area adjacent to the Community, recreational traffic accounts for the difference between winter and summer counts. Winter traffic consists mainly of that generated by the community itself plus through traffic. In the summer, average daily traffic counts are 60% higher than in winter. The summer season, defined by mid-June to Mid-September, with its summer weekends, holidays, and heat waves accounting for the peak high counts. Some combination of the above can virtually bring traffic to a stop during the day and evening.

For purposes of evaluating present and future traffic conditions, Mission Boulevard can be divided into two segments, that portion north of Ventura Place, and that portion to the south. It is necessary to treat north Mission Boulevard separately because it has the most serious traffic problems. Because of the difference in winter and summer traffic conditions a further breakdown is necessary for purposes of analysis.

Looking at the existing situation first, the north part of Mission Beach houses 4,200 people in 2,400 total dwelling units while the south part houses 1,800 people in 950 dwelling units. The following table shows the vehicle trip demand generated by residential and commercial uses, through traffic, and recreational uses.

EXISTING	TRAFFIC	SITUATION

NORTH MISSION BOULEVARD		SOUTH MISSION BOULEVARD			
	WINTER	SUMMER		WINTER	SUMMER
Residential	12,800	12,800	Residential	6,400	6,400
Commercial	600	600	Commercial	100	100
Through	5,800	5,800	Through		
Recreational		9,200	Recreational	700	5,800
TOTAL	19,200	28,400		7,200	12,300



Some vehicles do not move at all.

The present capacity of North Mission Boulevard is about 24,000 vehicles per day. This is determined by calculating the maximum vehicle load per hour that the most constricted portion of the Boulevard (in this case Ventura intersection) can accommodate. The figure recognizes that traffic follows a fluctuating pattern everyday, with peak conditions at rush hours, and virtually no traffic late at night. Realistically, then, capacity is less than 24 times the maximum vehicles per hour. The northern part of the Boulevard is somewhat under capacity in the winter, and well over capacity in the summer. The southern part is under capacity year round. Capacity, as used here, is for a level of service "D." By definition (with "A" being the best and "E" the worst) the D level of service involves slowdowns during periods of peak use. On weekdays these are the rush hours, and on summer weekends, the afternoons. Slowdowns in traffic occur, then, even though capacity is not necessarily exceeded. This condition exists at times in South Mission Beach also, because of the Ventura Intersection.

Mission Boulevard presently reflects a higher than average accident rate. Currently, the accident rate in the north is about twice that of the city-wide average for similar streets. In the south it is also above the city-wide average. The majority of the accidents that do occur involve left turn, rear end, and parked car conflicts.

future traffic conditions

Because Mission Boulevard is expected to be altered in the near future, projections of future traffic conditions will be based upon its future configuration. At present, Mission Boulevard has four 10 foot lanes, two in each direction, with a median. After reconstruction the Boulevard will have two 15 foot lanes, one in each direction, with left turn pockets at each Place. There remains some question as to whether the two lane configurations will adequately handle the flow of traffic north of Ventura Place, especially if recreational and through traffic

is not curtailed. For this reason the option of returning to 4 substandard lanes for that portion of the Boulevard must be kept open. In discussing the future vehicle loads and capacities, an analysis for each of the configurations will be considered.

When fully developed, Mission Beach is anticipated to house about 8000 people in 4000 total dwelling units. North Mission Beach will contain 2800 dwelling units accommodating 5600 people, and South Mission Beach 1200 dwelling units and 2400 people. The capacity of Mission Boulevard with the two lane configuration will be about 24,000 vehicles per day, about the same as it is at present. The use of four lanes could potentially increase the capacity to about 30,000 vehicles per day.

vehicular movement proposals

If traffic circulation is to improve, a number of conditions must be met. Through traffic should be drastically reduced, and recreational traffic should be excluded from Mission Boulevard. Given these circumstances the reconstructed Mission Boulevard will be capable of handling the vehicle load even with the projected increases in density. The following table details this situation.

FUTURE TRAFFIC SITUATION

NORTH MISSION BOULEVARD		SOUTH MISSION BOULEVARD			
	WINTER	SUMMER		WINTER	SUMMER
Residential	16,000	16,000	Residential	7,800	7,800
Commercial	1,800	1,800	Commercial	300	300
Through	1,000	1,000	Through		
Recreational	1,000	3,000	Recreational	1,000	3,000
TOTAL	19,800	21,800		9,100	11,100

Comparing the proposed traffic configuration to the present one, the changes become evident. Both residential and commercial vehicle trips have increased proportionate to the increase in activity of these two land uses. Through traffic has been reduced sharply. Recreational traffic has been severely reduced in the north and the south in the summer. The recreational traffic that remains reflects the generation from those facilities already established within the Community. In the north this includes the marinas and boat launching facilities, and in the south the activity adjacent to the jetty, as well as the parking area at Mission Beach Park. The proposed 2 lane configuration of Mission Boulevard has a projected capacity greater than the highest level of activity, the 21,800 automobiles anticipated on North Mission Boulevard in the summer. Recognizing, however, that the 21,800 is only an average there will be occasions when the capacity is exceeded, just as happens now.

Because the elimination of through traffic and recreational traffic is only a goal at present, it is necessary to consider the effects of a continuation of the status quo, accompanied by an increase in density. The following table shows the effects of such action upon vehicle load demands on Mission Boulevard.

CONTINUATION OF PRESENT TRAFFIC SITUATION

NORTH MISSION	BOULEVARD		SOUTH MISSION	BOULEVAR	D
	WINTER	SUMMER		WINTER	SUMMER
Residential	16,000	16,000	Residential	7,800	7,800
Commercial	1,800	1,800	Commercial	300	300
Through	6,000	7,000	Through		
Recreational	1,000	11,000	Recreational	2,300	7,000
TOTAL	24,800	35,800		10,400	15,100

An increase in residential dwelling units to 4000, as proposed by the Plan, and an accompanying increase in commercial activity cannot be accommodated if through traffic and recreational traffic increase in the same proportions. The effect of this is to cause an over capacity situation on Mission Boulevard in the north even in the winter. Even if the two land configuration were changed to four lanes (increasing the capacity to 30,000) Mission Boulevard could not function during the summer months. It is evident that changes in traffic patterns are inevitable as the community grows, and as beach usage grows.

In conclusion, the only desirable traffic situation involves a density limitation to slow internal growth, a sharp reduction of through traffic, and an elimination of recreational trips from Mission Boulevard. Anything less will involve the continuation of serious traffic problems, with the situation becoming intolerable at some future time.

mission boulevard proposal

At present, Mission Boulevard is defined as a major street north of Ventura Place. It currently serves the community, a high degree of through traffic, and those people using the beaches and other recreational facilities. Mission Boulevard, however, is different from other major streets in San Diego. It has a curb to curb width of 60 feet, over 20 feet less than than the standard. Also, in its two mile length, there are presently 6000 people living within 500 feet of the street. This results in an enormous amount of pedestrian interaction with the Boulevard. A count on an overcast spring day revealed 1000 pedestrian crossings in an 800 foot segment in a period of one hour.

The Mission Boulevard Improvement Project consists of the construction of four storm drain pump stations and collector drain systems, the installation of local drainage systems in the Boulevard, the construction of new sidewalks between the existing sidewalk and curb, continuous level street light facilities on the Boulevard, the reconstruction of the center island including traffic signals and left turn pockets at certain locations, landscaping of left turn pockets, the provision of street trees, and the conversion of overhead utilities on the Boulevard to underground facilities. When completed, it will be striped for one 15 foot lane in each direction.

The project, as originally proposed, involved an area assessment of about a million dollars, with an additional \$700,000 being financed by the City. Delays in the project, however, have raised the cost considerably. Construction is proposed to be in three stages, over a three year period. The first phase covers the area between Manhattan Court and Pacific Beach Drive, the second between Manhattan and Ventura Place, and the third from Ventura Place south.



Mission Boulevard is presently a ribbon of wires, cars, and poles.

Wire and pole removal, landscaping, tree planting, and ornamental lighting will all create an atmosphere that enriches the overall community. Left turn pockets and wide lanes increase pedestrian and vehicular ingress at what are presently the most dangerous intersections along the Boulevard. Along with these improvements, consideration should be given to a speed limit less than the present 30 MPH with strict enforcement in order to insure that the more efficient movement of traffic does not result in higher speeds along this pedestrian oriented Boulevard.

Parking along the Boulevard, while necessary for residents at present should be reduced in the future if off-street accommodation of vehicles is improved. This would further reduce vehicular conflict while making pedestrians more visible. Until such a time as parking can be decreased the placement of fire hydrants, curb cuts, bus stops, and loading zones should all be carefully coordinated in order to insure that as much parking as possible is maintained.

Consideration should be given to closing the entrance to selected east-west alleys at Mission Boulevard. This could increase parking while reducing the conflict points between vehicles entering the Boulevard and moving traffic. Eventual widening of the median should be considered in order to facilitate landscaping and increase the pedestrian reservoir in the center of the street. All of these improvements will eventually lead to the establishment of a desirable community street from the aspect of both form and function.

That the Mission Boulevard Improvement Project be subject to further study, including the following proposals:
the elimination of severe drainage problems; the construction of sidewalks between the existing sidewalks and curbs; the provision of unique ornamental street lighting the length of the Boulevard; the construction of four car left turn pockets and traffic signals at Santa Clara, El Carmel, and Ventura Places, and Pacif Beach Drive, and the construction of two car left turn pockets at all other Places; the landscaping of all left turn pockets; the provision of street trees, spaced one between every Court and alley on both side of the Boulevard; and the conversion of overhead utility facilities on the Boulevard to underground.
That directional signing and other traffic control devices in the vicinity of Mission Beach discourage through traffic from entering the Community.
That Mission Beach be removed from the 52 mile scenic drive in order to reduce through traffic.
That directional signing and other traffic control devices be used to reduce the occurrence of beach user traffic on Mission Boulevard and direct beach users to public parking areas.
That the restriping of Mission Boulevard upon completion of the improvement project consist of two 15 foot lanes, one in each direction.
That consideration be given to reducing the speed limit on Mission Boulevard upon completion of the improvement project from the present 30 MPH limit to 25 MPH.
That careful coordination of fire hydrants, bus stops, loading zones, and curb cuts occur in order to maximize the amount of parking on Mission Boulevard at present.
That the eventual reduction of parking on Mission Boulevard be considered when off-street parking within the Community increases.
That consideration be given to blocking access to some east-west alleys at Mission Boulevard in order to increase parking and reduce the number of points of conflict between vehicles entering and traveling along the Boulevard.
That the eventual widening of the Boulevard median be considered in order to increase landscaping and provide a larger pedestrian reservoir in the center of the street.

VEHICULAR PARKING

One of the most monumental problems in Mission Beach at present is the lack of adequate parking. This situation exists for residential, commercial, and recreational uses. The existing deficit can be identified, but solutions to the problem will take a unified effort by both the public and private sectors. For purposes of analysis, residential, commercial, and recreational parking proposals will all be treated separately.

Based on the 1970 Census of Housing there are approximately 5,000 automobiles in Mission Beach. Field surveys of offstreet parking spaces indicate that there are about 3,700 spaces available. This leaves a deficit of at least 1,300 spaces. This deficit is actually somewhat higher when considering that a number of off-street parking spaces and garages are presently used for storage of boats, trailers, and other goods. In addition to the off-street spaces there are approximately 1,000 spaces located on-street. This includes the parking along Mission Boulevard, on the Places, and on Strandway and Bayside Lane. The several hundred car parking shortage is made up by residents through the use of recreational parking lots adjacent to residential areas, and through illegal parking on alleys and in yards.

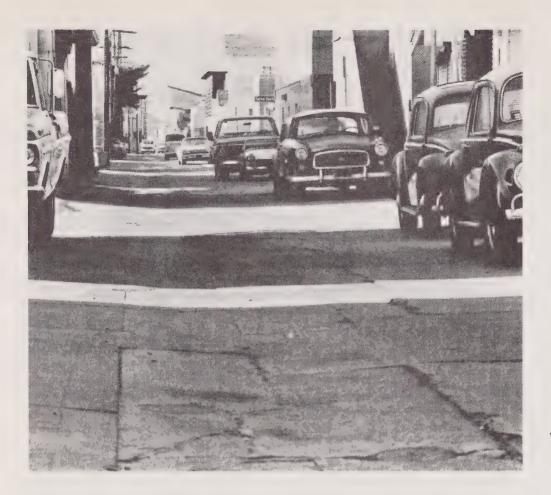
At present, there are about four acres of land in commercial use in Mission Beach. The various commercial uses provide virtually no off-street parking. Almost all commercial uses in the Community are adjacent to Mission Boulevard and rely on that street for parking. There are accepted standards that are generally used in order to determine the amount of offstreet parking necessary to accommodate traffic generated by various types of commercial uses. These standards are not applicable in Mission Beach for two reasons. First, the commercial uses are more dependent on foot and bicycle traffic than regular neighborhood commercial uses, making the parking requirement somewhat different than the standard. Secondly, the unavailability as well as high cost of land renders the development of generous amounts of off-street parking infeasible. Beach use during the summer months generates more automobiles than there are spaces available. At present, there are about 600 spaces at Santa Clara Point, 100 at El Carmel Point, 600 at Mission Beach Park, and 300 adjacent to the jetty in South Mission Beach providing a total of approximately 1,600 off-street recreational parking spaces. With the addition of 150 spaces at Mission Point, and 1,200 spaces adjacent to Belmont Park in the Bonita Cove area there will be a total of almost 3,000 parking spaces for recreational purposes.

goal

The provision of increased residential, commercial, and recreational parking in order to reduce the serious deficit that presently exists.

financing alternatives

There are a number of financing programs available for use for residential, commercial, and recreational parking. Residential parking will probably be improved solely through private individual effort. Commercial parking could be improved through the establishment of parking districts if the benefit of such parking could justify the cost of providing it. Beach user parking must be improved through public effort. Recreational parking reservoirs could also be used to accommodate some of the residential demand through joint financial arrangements with individual residents.



Parking happens wherever there is 20 feet of unused pavement.

There are several laws available for use in the establishment of parking districts. The Vehicle Parking District Law of 1943 creates an assessment against those uses benefiting from such a district. The Parking District Law of 1951 permits an ad valorum assessment on property to supplement or completely eliminate parking revenues.

General obligation bonds can be sold to finance parking districts, although two-thirds approval of the electorate is required before such sale can occur. This is certainly unrealistic for residential or commercial parking in Mission Beach. For the beach user problem, the Revenue Bond Law of 1941 allows a city-wide bond issue for purposes of providing parking. All means of funding, however, should be studied including a means of funding a shuttle service. The cost per space for a parking structure is about \$4,000. Such a cost, of course, escalates with time. Part of such a cost could be recovered through revenues generated by the parking, although such a fee should not be so high as to preclude any person from gaining access to the coastline.

Of primary importance, then, is the necessity of establishing funding for the provision of parking reservoirs adjacent to Mission Beach for use by those persons wishing to use the beach resource. Any means of accommodating residential and commercial parking, however, through the establishment of parking districts should also be fully explored if the overall deficit is to be significantly reduced.

residential parking proposals

It has been proposed that new development in Mission Beach provide more parking than is required at present. The proposals range from 1.3 spaces for a studio to 2.0 for a 2 bedroom unit or single family house. While this proposal will insure adequate parking for future development, it does little to solve the problem for existing units. This problem could be solved if all dwelling units not providing enough parking at present were to increase the number of on-site spaces. Another means would be the establishment of parking reservoirs throughout the Community. The latter approach would involve the development of parking districts whereby residences using the facility would be assessed for development and maintenance costs. Due to the lack of vacant and inexpensive land, this appears to be an unreasonable solution. An extension of the parking district approach involves the possible joint use of recreational parking reservoirs for residential parking, provided that some form of shuttle service could be provided to transport the residents between their homes and cars. When surveyed, however, residents and property owners in Mission Beach expressed a high degree of unwillingness to park their automobile more than 300 feet from their home. They also expressed displeasure with the idea of paying anything more than five dollars a month for additional parking even if it were available adjacent to their residence. Many were unwilling to pay at all.

With this kind of atmosphere it becomes evident that the only reasonable solution to residential parking is through increases in off-site spaces for existing residences that do not presently provide adequate parking. Until this is accomplished, abundant on-street parking will be necessary in order to accommodate the demand generated by residences.

The most serious problem in the provision of additional parking spaces on-site is the lack of space on developed parcels for such a use. Many older structures are built right to property lines, leaving no room for parking spaces. An overall reduction in vehicular ownership is probably unrealistic since even the completion of a regional mass transit system is projected to have a relatively insignificant effect on automobile ownership patterns. The use of existing parking spaces for storage and other purposes also reduces available spaces. Such spaces should be opened up for vehicular parking. This would help somewhat in reducing the existing deficit.

With this climate, it is evident that the residential parking problem will remain acute in the future. Increased requirements for new buildings will hopefully prevent the problem from becoming worse. Enough private efforts to increase onsite parking will reduce the critical shortage that exists. The possible development of residential parking reservoirs is also a means of reducing the shortage. This solution should not be discounted, but should be recognized as being somewhat unrealistic.



There is a fortune to be made in the no parking sign business.

In Mission Beach there will always be a need for some onstreet parking to accommodate guests of residents. Mission Boulevard serves that purpose now. Should parking eventually be considered for removal from the Boulevard, accommodations on the alleys will be necessary to serve the guest parking need. Such parking should be evenly distributed throughout the community in as great a quantity as is realistically possible. Total parking removal from Mission Boulevard, while desirable, may prove infeasible due to the lack of other street areas to accommodate necessary on-street parking.

commercial parking proposals

The Precise Plan suggests that six acres of neighborhood commercial use is adequate to serve Mission Beach. If parking standards were followed, there would be a need for approximately 1500 spaces to serve that use. While there are programs available for the establishment of parking districts, it is highly unlikely that such a venture would be financially feasible. What is feasible is the establishment of at least a few parking spaces for each neighborhood commercial use. This would allow for brief stops, and for customer loading and unloading. This limited amount of parking should be provided if possible, for each commercial use.

Commercial recreation uses have a greater obligation to provide off-street parking than do neighborhood commercial uses simply because the former generate people from outside of the community that use parking within. Because of the critical shortage, facilities oriented solely to visitors have some obligation to provide for their automobiles. A number of supporting uses such as restaurants and bars that serve both the community and visitors should not necessarily be bound to the parking requirement provision. Hotel and motel units, however, catering strictly to the tourist should be required to provide one space for each unit in the facility.

recreational parking proposals

While it is hard to say exactly how many recreational spaces are necessary to meet the potential need, it is easy to get an idea of the existing deficit by applying the current standards for beach use. The ocean side beach contains about 2 million square feet of sand throughout the length of Mission Beach. The bayside beach contains somewhat less. At capacity the beach can accommodate one person for every 100 square feet of sand. This would permit a maximum attendance of 35,000 to 40,000 people. About 80% of those people using the beach are known to arrive by automobile. With the average automobile carrying 3.5 people the maximum number of autos that could be generated on a hot summer day is about 9,000. Recognizing that the beaches will only infrequently be filled to capacity it is not necessary to provide for the maximum situation at present. The difference, however, between the 3000 spaces that will soon be provided and the 9000 that could be demanded on a hot summer day points out the potential deficiency.

At present, beach capacity is determined by available parking, not available beach. Hot summer days result in serious traffic and parking problems adjacent to all developed beaches as the available parking facilities reach capacity.

An analysis of traffic circulation problems has indicated the seriousness of beach user traffic entering Mission Boulevard. While some of the present parking spaces are only accessible from the Boulevard, the new Bonita Cove improvement also has an entrance onto West Mission Bay Drive. In the future, every effort should be made to limit automobiles carrying beach users from entering Mission Boulevard.

The most logical location for additional beach user parking is in the vicinity of Bonita Cove and east into Mission Bay Park. A low profile parking structure on a portion of the Bonita Cove property should be considered if adequate facilities cannot be provided to the east. A structure should be considered on the Belmont park site, away from the beach, in order to increase the amount of autos that the site can accommodate. Any such reservoir parking should necessarily be accompanied by a shuttle system of some sort in order to distribute the beach users throughout the length of the Community.

- ☐ That existing residential structures be encouraged to increase off-street parking where feasible, including the use of existing spaces presently in some other use.
- ☐ That new neighborhood commercial development provide a minimum number of off-street parking spaces where feasible.
- ☐ That new hotel or motel facilities provide one offstreet parking space for each unit.
- That parking reservoirs adjacent to Mission Beach be provided in order to accommodate the vehicles of beach users.
- ☐ That consideration be given to the provision of lowrise parking structures in order to use available land more efficiently.
- That the use of shuttle service be explored in conjunction with parking reservoirs in order to distribute people throughout the length of the beach.
- ☐ That all available programs be explored relative to the development of parking districts and provision of parking reservoirs.

PUBLIC TRANSIT

Studies are presently underway for the provision of future transit systems in the San Diego region. The outcome will be the selection of some sort of system that will either enhance or replace the present system of local bus service. For Mission Beach, the short and long range need includes an improved bus system to meet the special needs of the Community. Most important is the need to serve beach users with a means of access to the beach to supplement their private automobiles. The following discussion centers on the question of bus service, future transit service, and special service to beach users in the Community.

The San Diego Transit Corporation presently operates one bus line through Mission Beach. The "R" bus originates in Downtown San Diego and terminates at the University of California at San Diego. The present route encompasses Midway, Mission Bay Park, Mission Beach, Pacific Beach, and La Jolla. Weekday and weekend service is approximately every 30 minutes. The trip from Mission Beach to downtown takes about 20-25 minutes, and the trip from Mission Beach to UCSD about 45 minutes. The average driving time to downtown is about 10 minutes, and to UCSD about 15 minutes.

Transit ridership in Mission Beach, according to the 1970 US Census of Population encompasses about 4% of all trips. The City-wide percentage is about 5%. Existing service is inadequate for two reasons. First, the service to both ends of the line as well as transfers to other points in the City is not competitive with the private auto. Second, service is not oriented toward the specific destinations of the residents. Over 20% of the population of the community are college students yet, in terms of time, no reasonable bus connection exists to the two main campuses, San Diego State University or UCSD.

The Comprehensive Planning Organization is presently studying a variety of means of providing an alternative transportation system to the San Diego Region. Among their considerations are substantial increases in bus service, including express busses with intra-community feeder lines, and a variety of fixed rail systems. Present studies indicate that no system will involve the introduction of hardware into Mission Beach itself. Fixed rail proposals range from a service along 1-5 in one case, to spurs along Garnet turning north on Mission Boulevard in another, and along Interstate 8 in another. The Garnet proposal would have terminals north of Mission Beach at Garnet and Mission Boulevard while the I-8 proposal would terminate across the San Diego River flood channel. The southern terminal would serve Mission Beach if it were linked via a pedestrian and bicycle bridge over the channel.

goals

- The provision of bus service necessary to meet the special needs of Mission Beach residents.
- ☐ The integration of Mission Beach into an area-wide transit system.
- ☐ The development of intra-community shuttle service to transport beach users from their automobiles to the beaches and to distribute residents throughout the Community.

bus service proposals

A private bus line has recently begun operation as a shuttle between the beach communities and the SDSU campus, offering free transportation. Such a shuttle represents the type of specialized service necessary to meet the transit needs of Mission Beach. Ideally, such a service should be available between the concentration of students in Mission Beach and all of the campuses in San Diego, especially SDSU and UCSD.

The transit corporation has considered an express service in connection with the "R" bus, with non-stop service from down-town to Mission Bay. This improvement would make the trip from Mission Beach to downtown more desirable to those persons who now commute by automobile. These type of improvements,



What kind of image does this bus stop reflect?

along with others, such as more frequent bus scheduling, can absorb additional riders into public transportation and away from the automobile. The result could be some reduction in automotive congestion and pollution, an overall cost savings to the consumer and, most importantly, the provision of expanded service to those people unable to drive automobiles.

Public transportation, unfortunately, is always less convenient than the automobile, and more limiting in terms of mobility. Consequently, while an expanded bus service does provide benefits, it will not have any dramatic impact on travel characteristics or congestion problems in Mission Beach.

In terms of facilities within Mission Beach, consideration should be given to improving bus stops by providing benches away from the curbs, providing more attractive markings, and by posting schedules for the convenience of users. Bus stops, themselves, should be carefully coordinated with loading zones, curb cuts, and fire plugs in order to minimize the loss of parking on the Boulevard. Spacing of stops should be limited to the vicinity of Places, at the frequency of every other Place. Greater than average distances between stops are acceptable in Mission Beach because the distance from the furthest residence to the main route in no case exceeds 500 feet. The proposed spacing, which would reduce the present number of stops from 22 to about 10, would leave a stop within 1200' of every residence in North Mission Beach, a distance far less than the City-wide average.



All of this pavement could accommodate alternative forms of transportation.

South Mission Beach, at present, has no bus service. This situation, while less than desirable, is acceptable in the future because the distance from the furthest point to the bus line is a reasonable walking distance. Addition of regular service to the south would substantially increase the travel time of a scheduled bus.

mass transit proposals

Preliminary analysis of such alternatives has shown that the maximum ridership in Mission Beach of any transit system would be about 10% of all trips. With the present ridership at 4%, the maximum increase in the use of such a system would be 150%. Some systems, however, show no increase in ridership at all. As with bus service then, future transit systems may, indeed, increase non-automotive travel trips, provide added convenience to those people dependent upon such systems, and reduce the economic and environmental costs of personal travel. They are not likely, however, to substantially reduce the vehicular traffic problems that presently exist in Mission Beach.

beach user shuttle proposals

Operating during the summer months, a shuttle system could connect parking reservoirs with Sea World, Mission Bay hotels, and distribution points along Mission Boulevard. A monitoring system could be incorporated in order to insure that beach users were distributed to those locations where beach use was the lightest.

The San Diego Transit Corporation is presently developing a fleet of 25 passenger mini-busses for special use in the San Diego area. This type of vehicle is ideal for use in a demonstration project to test the performance of such a system. When the Bonita Cove parking area is completed the 1,800 parking spaces adjacent to the Belmont Park will become a primary parking reservoir.

Consideration in the future should be given to the development of a more specialized vehicle if such a service proves feasible. An open air, side loading vehicle is one possibility. The primary consideration in development of such a vehicle should be the accommodation of persons loaded with beach accessories in a safe, enjoyable, and efficient manner.

Any such system can be expected to operate under a subsidy. Fare should not be charged if it would detract from the higher goal of providing a means to make the beach most accessible to the greatest number of people without disrupting the existing community.

Consideration should be given to accommodating intra-community trips by residents with such a shuttle system as well. Should such a system receive support from the community, and reduce the vehicular traffic load on Mission Boulevard, it could be adopted as a permanent service. Over half of the residents and property owners in Mission Beach, when surveyed, expressed a willingness to use mini-bus transportation. Almost all of those willing to use it also were receptive to paying for such use.

Because of the physical configuration of Mission Beach, adaptation of a mini-bus type shuttle service has the potential to receive high use, resulting in a reduction of the serious vehicular traffic problems that presently occur. Adaption of such a system for beach users is particularly important because of the severe congestion problems occurring in the summer months. A trial project during the summer, using mini-busses, would demonstrate the feasibility of such a system with a minimum investment. Any permanent system should be based on the results of such a trial.

- ☐ That a regular shuttle service between Mission Beach and all area colleges be developed.
- That bus stop facilities be reduced in number and upgraded in Mission Beach through the provision of benches away from the curb, more attractive marking, and the provision of schedules at all stops.
- That a shuttle service be instituted as a demonstration project between parking reservoirs and the entire length of the beach.

PEDESTRIAN MOVEMENT

Mission Beach is characterized by a network of pedestrian paths. Two north-south corridors, Ocean Front Walk and Bayside Walk, bound the community on the west and east respectively. These are linked by over 40 pedestrian Courts, which traverse the community in an east-west direction. In addition to these exclusively pedestrian paths there are sidewalks along both sides of Mission Boulevard.

Ocean Front Walk is presently 12 feet in width, although another 15' of right-of-way exists on the eastern edge. Many residences have landscaping, fences, and terraces encroaching into this area. The walk is a full 27' wide adjacent to the Belmont Park area. Bayside Walk is presently 6 feet in width. The pedestrian Courts have a 10 foot right-of-way with a 5 foot sidewalk. The sidewalks adjacent to Mission Boulevard are 8 feet in width with 2 feet of unpaved area between the walk and the curb. The Mission Boulevard Improvement Project includes the widening of sidewalks to a full 10 feet by paving the 2 foot strip adjacent to the curb.

goals

- To maintain and enhance the physical appearance of the pedestrian paths in Mission Beach.
- To maximize pedestrian safety through the separation of people and vehicles, including bicycles.



The community is blessed with a circulation system free from autos.

pedestrian way proposals

Any public or private development in the future should necessarily preserve and enhance this unique pedestrian system, especially the separation that exists between pedestrians and vehicles. Marked bikeways are necessary not only to accommodate and direct bike users but to provide a separation between these vehicles and pedestrians for safety reasons. The median in Mission Boulevard provides an island for pedestrian crossings. This median should continue as a pedestrian reservoir and, if possible, be widened in the future. In the event of future landscaping of the median, breaks should be left for pedestrians at each Court. Ocean Front Walk and Bayside Walk should both be widened in order to safely accommodate pedestrians and bicycles.



Pedestrian Courts are a Mission Beach landmark, but not all deserve that title at present.

In addition to safety, consideration should be given to the aesthetic treatment of pedestrian paths. Any improvement of such facilities should include their enhancement through the provision of landscaping and street furniture. Further, development adjacent to pedestrian paths should consider the relationship between the structures and people. Building facades should be interesting, rather than blank. Fences and walls should be constructed with the same considerations. Shops should accommodate window shoppers, and should attempt to relate to the outside environment through the use of exterior space. Such space could be used for displays or, in the case of restaurants, tables and chairs.

summary recommendations

- That Ocean Front Walk and Bayside Walk be widened primarily to accommodate pedestrians, and secondarily to accommodate bicycles.
- That routine maintenance, including litter control by the residents, be performed on all pedestrian paths.
- That any development adjacent to pedestrian paths give specific consideration to the relationship between the structure and the people passing by.

BIKEWAYS

The City of San Diego is establishing a City-wide system of bikeways. The long range goal is to link all of the communities within the City. An integral part of this system is a north-south bikeway along the San Diego coastline. Mission Beach has the responsibility of providing a bikeway for itself, and one as a link between Pacific Beach and the San Diego River.

At present, bicycles in Mission Beach receive high use by both residents and visitors. Because the community is so compact they are the basic unit of transportation for many intra-community trips. Also, traffic congestion and lack of parking make them a more convenient form of transportation than the automobile. The popularity of the area among bicycle enthusiasts also accounts for the high degree of usage.

The main bicycle activity in Mission Beach presently occurs on Ocean Front Walk, a 2 mile long concrete bicycle and pedestrian path reaching from one end of the community to the other. Some activity occurs on Bayside Walk, although this sidewalk receives less use than other routes because it is narrower and less accessible. The north-south alleys also provide a riding area. Because vehicular activity is very light, they are excellent for a more utilitarian rather than recreational use of the bicycle. Mission Boulevard serves more experienced bike riders. Because of the high volume of automobile traffic, however, this route is the most hazardous.

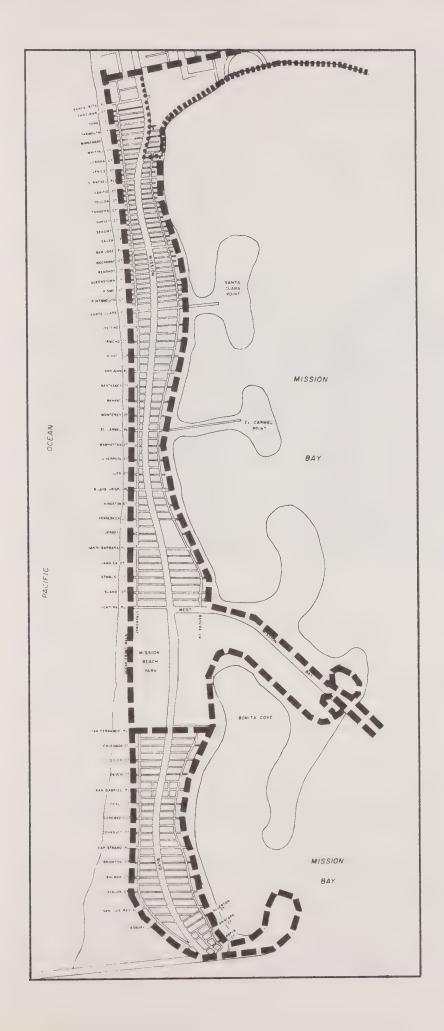
goal

☐ To develop a bicycle path that serves Mission Beach, links it to adjacent communities, and ties it to the City-wide bikeway system.

bikeway proposals

There are three possible routes that could be developed as bikeways; the Ocean and Bay front walks, the two north-south alleys, or Mission Boulevard. Because of the visual appeal and popularity of the Ocean and the bay front, these two spines should be the primary routes. The alleys and Mission Boulevard will receive usage by some bicyclists although neither meets the criteria and guidelines necessary to be striped as a bikeway.

Within Mission Beach the routes should extend the entire length of the Community. Opportunities should be provided



BIKEWAY PROPOSALS

legend

- bikeway system

•••• temporary connection

mus future connection

for crossing over Mission Boulevard from the ocean to the bay. The route should connect with the present West Mission Bay Drive bikeway via a connection through the proposed Bonita Cove parking facility.

Primary consideration should be given to widening both Ocean Front Walk and Bayside Walk in order to accommodate bicycle traffic, as well as pedestrian traffic. When striping bikeways, a width of at least 10 feet is desirable. This permits three standard bike lanes. Striping on the pavement will help to segregate the bicycles and pedestrians in order to minimize the chance of accidents. The entire bicycle system should be created in accordance with the bikeway planning criteria and guidelines set forth by the City of San Diego Bikeways Technical Report and Design Guidelines.

The bikeway system in Mission Beach should include striped lanes the entire length of Ocean Front Walk and Bayside Walk. Connectors between the two should occur at San Fernando Place, south of the heaviest concentration of vehicular traffic, and at the southern tip of the community, along the jetty if feasible.

The Ocean Front Walk route should be in the center of the walkway. This permits pedestrians to have use of the boardwalk adjacent to the sea wall while also permitting people to enter and leave residences without stepping into the bikeway. This route serves the entire length of Mission Beach along the ocean, from Pacific Beach to the jetty.

Bayside Walk, even after widening, will not have the width of Ocean Front Walk, hence a narrower bikeway will be necessary. Because there is no sea wall, the bikeway should be striped adjacent to the beach side of the walk. As with the ocean side, this will permit people to enter and leave residences fronting on the Walk. In South Mission Beach this bayside bikeway will connect the jetty crossover with the Bonita Cove parking area. In North Mission Beach it will connect the West Mission Bay Drive bikeway with an eventual improvement around Crescent Bay when private leases on the beach are terminated in that area. In the meantime, the only connection point at the north end is onto Mission Boulevard.

Upon completion of the Bonita Cove parking improvement, the West Mission Bay Drive bikeway should be connected directly to Bonita Cove, under the Ventura Bridge. This will deter bicyclists from entering the very congested intersection of West Mission Bay Drive and Mission Boulevard.

The proposed connections of the easterly and westerly routes at San Fernando Place and the jetty offer a complete system from Pacific Beach into Mission Bay Park. The top of the jetty should be improved to accommodate bicycle traffic in order to isolate it from vehicular traffic. While the San Fernando connection does involve conflict with automobiles, it provides a short cut in the system at a point where traffic is relatively light.



The bicycle is an integral part of the Mission Beach circulation system.

summary recommendations

- ☐ That Ocean Front Walk be widened as part of an overall design plan for the Boardwalk, and that at least 10 feet be set aside for a bikeway.
- ☐ That Bayside Walk be widened and that, as part of an overall design, at least 6 feet be set aside for a bikeway.
- ☐ That links be established between the two boardwalks at San Fernando Place and the jetty in order to facilitate crossover bike traffic.
- ☐ That a connection to the West Mission Bay Drive bikeway be established through the Bonita Cove parking area.
- ☐ That adequate signs be established to identify the bikeways.
- ☐ That a bikeway be established on Mission Boulevard if on-street parking is eventually removed.







COMMUNITY AMENITIES ELEMENT

Amenities, in a community, are those features, mainly physical, that are conducive to the quality and attractiveness of an area's environment. These generally relate to visual perception although there is some relationship to other senses. There are four basic components of the Mission Beach environment that must meet certain criteria if the community is to be visually appealing. These are its structures, the private spaces around them and the public spaces between, the street furniture filling these spaces, and the landscaping accenting the other three components.

goals

- To identify and preserve those features that are conducive to the attractiveness of Mission Beach.
- To eliminate both visual and non-visual nuisances in Mission Beach.
- To enhance the quality of the physical environment of Mission Beach by upgrading the existing community and encouraging attractive development in the future.



An example of what a desirable environ-ment is not.

identifying a desirable environment

In terms of structures, the architectural design is of primary importance. Materials, colors, and textures, if appropriately used, can enhance the appearance of both the structure and its surroundings. In terms of spaces, the relationship of a structure to both its site and surrounding structures can result in either wasted space on private lots or the creation of usable open space for residents. The concept of public open space refers mainly to public paths, both pedestrian and vehicular. These spaces should be well designed, and relate to an overall system. Design relates to their size, shape, use, and composition, while the interrelationship is in the context of the views and vistas that they define, as well as the means by which one space is connected to another. In terms of street furniture, the myriad of objects that fill spaces such as lighting, benches, kiosks, mail boxes, trash receptacles, and fire hydrants should be well designed and well placed. Fountains and sculpture are an example of a more ornamental type of furniture that can be used. Probably the most noticeable of street furnishings are signs, both public and private. Signs should be modest and attractive. Their use should be limited to identification. Finally, landscaping is an important part of the overall appearance of the community. The amount, location, type (whether trees, shrubs, flowers) and kind (species) should be carefully arranged to complement the inanimate components of the community.

present abuse of the environment

The most serious environment abuse in Mission Beach is of a visual nature. Many residential structures suffer from the lack of proper maintenance. Many others, mostly newer, are reasonably well maintained but are unappealing in terms of design. Plain stucco walls are accompanied by a repetition of flat roofs. Many commercial buildings suffer from a general lack of maintenance. Because of the small lot sizes, and the desire to maximize development on them, many structures have a very poor relationship to each other. Walls block light and air as well as views. Unusable spaces between structures results in an inefficient use of valuable land. Few structures are actually situated on their site in order to complement and enhance surrounding development.

Mission Beach also suffers from a lack of visually attractive street furnishings. Instead, it is permeated with an inordinate amount of clutter situated in, and visible from, its public spaces. Telephone and electric wires and poles blanket the community. Television antennas clutter the skyline. Excessive signs, including billboards, compete with each other for attention. Many signs are unattractive. Both businesses and residences, in many cases, are guilty of the unsightly storage of materials in locations visible from public streets and walkways. Trash and garbage accumulates in highly visible areas. This latter practice can cause a health problem in addition to being an eyesore. Litter is predominant along heavily used pedestrian routes, on the beaches, and in yards adjacent to these areas. Along with these conditions landscaping is sparse throughout the community. The lack of mature trees and vegetation makes the other violations even more noticeable.

In addition to the problem of visual pollution Mission Beach has a problem related to excessive noise levels. Because of the close proximity of streets to residences, vehicular noise is unusually disturbing to people inside their homes. This is particularly true of noise generated by vehicles on Mission Boulevard. The close proximity causes similar prob-1ems generated by gatherings of people on streets and walks adjacent to residences. Large parties are often the source of complaints to police, especially parties with live music. Some of the noise generated by the various activities at Belmont Park are disturbing to people in residences in the vicinity of the amusement park. While these noises are not necessarily any higher than similar noises generated throughout the rest of the City they are more bothersome in Mission Beach because of the close proximity of all uses and activities to each other. Airplanes ascending over Mission Beach are particularly annoying because of their relatively low altitude.



A little imagination goes a long way.

environmental improvement proposals

Consideration should be given to the development of architectural and site design criteria for use by both new and existing development in Mission Beach. Such criteria should be available for use by anyone desiring to improve property. These guidelines should suggest techniques that maximize the visual appeal of a piece of property without necessarily involving substantial increases in cost. The criteria should include discussions of materials, colors, textures, building shape, roof shape, ornamental treatment, placement of a structure on a lot, fencing types, screening, landscaping, and relationship to adjacent structures. Lighting, both functional and ornamental, should be discussed in terms of enhancing structures, as well as public and private spaces.

Design criteria are warranted in order to upgrade the quality and appearance of the components of the community, not to force certain architectural styles. This is the primary reason that such criteria should be voluntary. In some cases, development at a reasonable cost may have a higher priority than the use of expensive architectural techniques. Voluntary compliance allows the maximum freedom of choice.

The system of pedestrian and vehicular spaces already provides a complete network throughout Mission Beach. Further consideration should be given to identifying nodes of pedestrian activity throughout the community, and paths connecting them, through the development of a design plan for the spaces. This might include special consideration of the Places as

pedestrian walks, for example. The appearance of some areas, and the views from most, can be improved through a program of upgrading. A total utility undergrounding program should be undertaken in order to eliminate wires and poles. It will be the responsibility of the residents to pay the cost of such a project through an assessment district procedure. The advent of cable television provides an alternative to outdoor antennas. Deteriorating walks and streets in some locations should be improved.

Billboards and excessive signs in Mission Beach will be eliminated by January of 1976 in order to comply with the requirements of the C-S zone, adopted in 1973. The development of additional sign criteria is necessary in order to improve the appearance of those signs that are necessary for identification purposes, both public and private. Such criteria should detail the shape of signs, materials, textures, lettering styles, and layout of the copy.

The appearance, quantity, and placement of public street furnishings such as benches, signs, mail boxes, fire hydrants, trash receptacles, and kiosks should be both functional and attractive. Kiosks, benches and, perhaps, fountains could define nodes of public activity. Consideration should be given to the color, composition, and texture of materials used for walls and paving of these nodes, as well as the paths linking them. Improved maintenance of public and private spaces should be undertaken, especially regarding trash and litter. More receptacles should be provided, and regular pick up schedules by the City should be increased. Citizen effort should also be increased, both individual and organized.

Specific criteria should be developed regarding landscaping programs. Because of the climate in Mission Beach only selective trees, shrubs, and plants will grow. Those species that grow should be catalogued and made available. Criteria should indicate how planting can be most effectively used for buffering, screening, shading, and highlighting structures and spaces. Landscaping should be used selectively in order to enhance public spaces. Planter boxes should be considered in certain locations. A community wide planting and landscaping plan should be prepared for all public spaces within Mission Beach.

Special attention shoud be paid to the need for mitigating the effects of the non-visual pollution of excessive noise. Planting can serve as a noise buffer in some cases. Sound proofing of structures is especially important in an area like Mission Beach. Regulation of hours of certain activities such as live bands and some attractions in Belmont Park can ease the impact of excessive noise levels.

Mission Beach is blessed with the visual assets of the ocean on one side and the bay on the other. Existing visual confusion provides a strong contrast to these natural amenities. The future should include coordinated efforts to upgrade the physical environment so that it complements the surrounding natural environment.

summary recommendations

That design guidelines including discussions of materials, colors, textures, building shape, roof shape, ornamental treatment, site placement, fencing, screening, landscaping, building relationships, and lighting be developed for use by persons seeking to improve property in Mission Beach. That a design plan for public spaces be developed, indicating the size, shape, and location of activity areas, and the nature of materials used in finishing such spaces. That sign criteria be developed detailing the shape, texture, material, lettering style, and layout of signs necessary for the purpose of adequately identifying uses in Mission Beach. That criteria for functional and attractive street furniture be developed for Mission Beach, and that such furniture be used to define and enhance public spaces in the community. That specific landscaping criteria be developed including a listing of various types of vegetation best suited to Mission Beach, and the most effective way that it can be used. That a total utility undergrounding program be undertaken by residents and property owners. That television antennas be systematically removed throughout Mission Beach. That improved maintenance programs be undertaken in-cluding increased collection of trash and litter, and the provision of additional receptacles. That efforts such as soundproofing and buffering be

undertaken in order to reduce the impact of excessive

noise levels on residents.

IMPLEMENTATION ELEMENT

The Mission Beach Precise Plan sets forth a series of goals and proposals regarding the future of the Mission Beach Community. The Plan, however, is only a step in the process of achieving the most desirable living environment for the area. In order to be meaningful, the goals of the Plan must be realized. The means of accomplishing goals is through implementation of plan proposals which is primarily the responsibility of the Community itself, through its Planning Organization.

The first section of the Implementation Element details the plan maintenance responsibility. The following section is an account of the proposals of the Plan, suggested priorities for carrying them out, details of the type of action necessary for implementation and suggestions as to necessary financing. In addition to the summary of proposals there is an account of existing Capital Improvement Projects, and sugges

for additional inclusions. Last, a summary of legislative tools details the type of support available for implementing the Precise Plan.

The Plan belongs to the people of the Mission Beach Community. Implementation of its recommendations is primarily their responsibility. With citizen initiative and governmental cooperation, the goals of the Plan will be realized.

precise plan maintainance

The Mission Beach Precise Planning and Implementation Organization should continue to function, with its primary responsibility being the implementation of the Plan. Its work should include initiating action based on proposals of the Plan, monitoring all development activity in Mission Beach, conducting general meetings periodically within the Community in order to raise the consciousness of the people relative to the planning and implementation efforts and to obtain public opinion, and to act as a liaison between the citizens and City government.

The City should make every effort to aid and encourage the Organization in carrying out its activities. Staff time should be allocated in order to provide assistance when necessary. All decisions made by the City regarding the Mission Beach Community should necessarily involve the citizens of the Community.

precise plan proposals

The recommendations of the Precise Plan are summarized in the following tables. An effort has been made to assign priorities to all proposals in terms of their overall importance.

residential programs

Proposal	Priority	Necessary Action	Financing
1. Develop a Planned District to replace existing residential zoning. Reduce permitted density. Rewrite yard requirements. Provide for FAR bonuses Establish permanent height limitation. Increase average parking requirement.	Immediate	Write appropriate legislation. Adopt Planned District Ordinance.	No Capital Outlay. City Staff time.
2. Rehabilitate sub-standard housing.	Short range	Rank sub-standard conditions by order of importance. Cite major violations of health, safety, and sanitation. Identify all minor violations. Determine most efficient and less costly method of correcting violations. Disperse all such information to property owners and residents.	Cost to be borne by property owners. City staff time. Printing cost.
3. Maintain and develop a lower income housing program.	Mid range	Investigate sources of reha- bilitation funds and subsidy funds. Examine the use of incentives in order to maintain a reason- able price on housing.	No Capital Outlay. City staff time.
4. Develop an affirmative action program for promoting balance.	Short range	Assemble information on available housing programs. Disperse information to potential builders. Assemble information on available housing. Disperse information widely to persons of all income levels.	No Capital Outlay. Printing Cost.
5. Study the relationship of assessment practices to development in Mission Beach.	Mid range	Examine the practices and techniques used in assessing Mission Beach property. Investigate the use of existing tax programs in order to fulfill community goals. Propose revisions to local assessment practices if warranted. Propose changes in tax laws if warranted.	No Capital Outlay. City staff time.

commercial programs

Proposal	Priority	Necessary Action	Financing
1. Develop a Planned District to replace existing commercial zoning. Allocate neighborhood Commerical + commercial recreation. Rewrite yard requirements. Provide for FAR bonuses. Establish permanent height limitation. Develop special parking requirements. Increase landscaping requirements.	Immediate	Write appropriate legis- lation. Adopt Planned District ordinance.	No Capital Outlay. City staff time.
2. Study the feasibility of establishing off-street parking Districts.	Long range	Evaluate existing enabling legislation. Analyze interest among commercial businesses and property owners. Create assessment district.	Special assess- ment district.

community facilities programs

	Proposal	Priority	Necessary Action	Financing
1.	Reestablish the elementary school facility.	Immediate	Analyze in detail the cost of operating the school facility. Community lobbying effort with the local school board. Establish fixed attendance area encompassing all of Mission Beach.	Capital Outlay by the School Dist.
2.	Develop landscaped mini- parks.	Mid-range	Prepare site plan and cost estimates for converting the school playground and the ends of Places into miniparks.	Capital Outlay. City staff time.
3.	Convert selected Places into pedestrian-oriented malls, serving as linkages between the ocean and bay.	On going	Generate interest among property owners adjacent to the Places. Prepare site plans for the project areas.	Assessment to adjacent property owners. Possible City Capital Outlay City staff time.
4.	Prepare a detailed Master Plan for the Amusement Park.	Immediate	Develop criteria applicable to any proposed upgrading of the Amusement Park. Evaluate any proposals for the Amusement Park against such criteria.	No Capital Outlay. City staff time.
5.	Develop a program to evaluate and reduce criminal activity in Mission Beach.	Short range	Analyze the nature of criminal acts. Seek input from citizens of Mission Beach relative to crime. Develop recommendations for distribution and use by Mission Beach residents. Develop recommendations for action by the City in solving the problems.	No Capital Outlay. City staff time.

community amenity programs

	Proposal	Priority	Necessary Action	Financing
1.	Prepare design manual for private property improvement. Materials Colors Textures Shapes Ornamentation Siting Fencing Landscaping Lighting Soundproofing	Short range	Develop criteria. Adopt manual explaining criteria. Distribute manual to all persons seeking to improve property in Mission Beach.	Printing Cost. City staff time.
2.	Prepare design plan for public spaces. Overall system Location Use Size Shape Materials Street furniture	Short range	Develop criteria. Adopt plan.	City staff time.
3.	Prepare sign criteria Shape Texture Material Lettering Layout	Short range	Develop criteria. Adopt criteria. Distribute to all persons and businesses using identi- fication signs.	Printing cost. City staff time.
4.	Prepare landscaping plan for public spaces and criteria for private efforts.	Short range	Develop criteria. Adopt plan and criteria. Distribute criteria to residents and property owners.	Printing cost. City staff time.
5.	Underground utilities	Short range	Determine the cost of total undergrounding. Solicit support from residents and property owners. Analyze alternative methods of financing.	Probable assessment district.

transportation programs

	A	0		
	Proposa1	Priority	Necessary Action	Financing
1.	Initiation of the Mission Blvd. Improvement Project Construction of: Storm drain pump stations; collector drains; local drains; new sidewalks between existing walk and curbs; street light facilities; left turn pockets; traffic signals; landscaping; undergrounding; striping for one lane in each direction.	Immediate	Construction in phases after the completion of all necessary hearings.	Gas tex fund Storm drain bond fund. Area assess- ment district.
2.	Reduce through traffic.	Short range	Use directional signing to discourage through traffic entering the community. Remove Mission Beach from the 52 mile scenic drive.	Minor Capital Outlay.
3.	Reduce beach user traffic on Mission Boulevard.	Short range	Use directional signing to encourage beach user traffic into the new Bonita Cove parking reservoir directly from W. Mission Bay Drive.	Minor Capital Outlay.
4.	Increase parking on Mission Boulevard.	Short range	Reduce number of bus stops. Coordinate curb cuts, loading zones, and fire hydrants.	Minor Capital Outlay.
5.	Reduce existing number of curb cuts.	On-going	Close access of selected alleys to Mission Boule-vard at the will of owners of property having access on such alleys.	Minor Capital Outlay.
6.	Widen Mission Boulevard median in South Mission Beach.	Short range	Determine cost of 14 median Solicit property owner support Create assessment district.	Assessment District.
7.	Widen Mission Boulevard median in North Mission Beach.	Long range	Monitor traffic conditions. Determine when extra pavement is not needed for traffic. Determine cost of 14' median. Solicit property owner support Create assessment district.	Assessment District.
8.	Reduce parking along Mission Boulevard	Long range	Monitor the adequacy of off- street parking. Determine when off-street parking is sufficient to accommodate needs of residents Establish trial program of parking removal and analyze the results.	Minor Capital Outlay.

	Proposal	Priority	Necessary Action	Financing
9.	Increase off-street parking by using all existing spaces.	Short range	Locate all existing off- street parking spaces pre- ently not used or used for storage. Encourage owners to use spaces for parking purposes.	No Capital Outlay.
10.	Develop parking reservoirs primarily for beach user parking.	Mid-range	Determine the demand for parking spaces for recreational use, both short and long range. Develop and study alternative solutions including the use of parking structures, the provision of facilities away from Mission Beach connected by shuttle, and the possibility of joint use by residents. Determine the cost for various alternatives. Analyze alternative methods of financing. Implement the most feasible solution.	County wide funding. Possible fee for use of facility. City staff time.
11.	Expand regular shuttle service to area colleges.	Short range	Analyze demand for transportation to campuses from Mission Beach. Investigate the provision of service, both public and private. Provide service to meet demands where they exist.	If public, funding thru Transit Corp., probably subsidized. City staff time.
12.	Upgrade bus stops.	Short range	After reduction in the number of stops, design remaining ones to be attractive, safe, and convenient to the public. Reconstruct remaining stops. Remove advertising signs on the beaches.	Minor Capital Outlay by Transit Corp. City Staff time.
13.	Institute demonstration shuttle service for beach users and, possibly, residents.	Short range	Commence service in the summer of mini-busses running the length of Mission Boulevard. Study the advisability of charging a fee. Analyze the service in terms frequency of use and nature of the users.	Capital Outlay by Transit Corp. for subsidized service.
14.	Widen Ocean Front and Bay Side Walks.	Short range	Prepare final plans.	Capital Outlay.
15.	Build bikeways.	Short range		Minor Capital Outlay.

existing capital improvement projects

Project	Description	Cost	Fiscal Year
11-032	New drains and inlets. 4 pump stations	\$776,000	1973-74
22-309	Sidewalks and ornamental lighting along Bayside Walk north of W. Mission Bay Dr.	\$124,000	1973-74
22-429	Picnic facilities and decorative walk lighting along Bayside Walk south of W. Mission Bay Drive.	\$ 54,000	1973-74
22-426	Comfort stations, recreational facilities, and picnic facilities in Bonita Cove	\$107,000	1973-74
22-406	Electrical power facilities in Bonita Cove	\$ 32,000	1973-74
22-410	Irrigation, landscaping, and walks in Bonita Cove.	\$466,000	1973-74
22-405	Parking lots in Bonita Cove	\$250,000	1973-74
22-408	Pump stations for Bonita Cove and Mariners Point	\$ 22,000	1973-74
22-404	Roads and drainage for Bonita Cove	\$200,000	1973-74
22-407	Sewer and water mains for Bonita Cove	\$ 98,000	1973-74
22-308	Landscaping, picnic facilities, parking lot, and drainage facilities for El Carmel Point	\$ 72,000	19 73- 74
22-411	Landscaping, picnic facilities, comfort station, utilities, sewer pump station, parking lots, and access roads for Mission Point	\$394,000	1973-74
22-307	Boat center facility for Santa Clara Point	\$316,000	19 73-7 4
23-020.1	Comfort station at El Carmel Place	\$ 43,000	1975-7 6
23-020.2	Comfort station north of Santa Clara Place	\$ 48,000	1975-76
37-028	Undergrounding of City street light circuits in conjunction with private utility undergrounding	\$200,000 \$608,000 \$552,000	1973-74 1974-75 1975-76
52-105.3	Mission Boulevard Improvement Project-El Carmel Place to Pacific Beach Drive	\$320,000	1973-74
52-105.2	Mission Boulevard Improvement Project- W. Mission Bay Drive to El Carmel Place	\$142,000	1974-75
52-105.1	Mission Boulevard Improvement Project- San Diego Place to W. Mission Bay Drive	\$186,000	1975-76

proposed capital improvement projects

The following is a list of proposed projects, derived from the Precise Plan. Consideration should be given to scheduling such projects in the Capital Improvement Program, according to their priority. Availability of funding for proposed projects will be a primary determinant in both establishing priorities and in scheduling the timing of any improvements.

	Project	Description	Priority
1.	Develop mini-parks	Convert the Elementary School Playground into a landscaped mini-park. Convert the stubs of selected Places adjacent to Bayside Walk and Ocean Front Walk into mini-parks.	On-going
2.	Reduce through traffic	Change directional signing in the vicinity of Mission Beach to discourage through traffic.	Short range
3.	Increase parking on Mission Boulevard	Coordinate curb-cuts, loading zones, fire hydrants, and bus stops in order to more efficiently use on-street parking.	Short range
4.	Reduce existing curb cuts on Mission Boulevard	Block off selected alley openings where acceptable to adjacent residents in order to reduce openings onto Mission Boulevard.	On-going
5.	Reduce parking along Mission Boulevard	Remove on-street parking at such a time when off-street parking is sufficient to accommodate the needs of the residents.	Long range
6.	Develop beach user parking	Provide parking reservoirs, possibly structures, for the automobiles of persons wishing to use the beach.	Mid-range
7.	Widen Ocean Front Walk	Widen the boardwalk on existing right- of-way east of the present sidewalk in order to accommodate pedestrians and bicycles.	Short range
8.	Build bikeways	Stripe bikeways throughout Mission Beach, connecting paths in Pacific Beach with Mission Bay Park via W. Mission Bay Drive.	Short range

available legislative tools

There are a number of ordinances and policies available for use in implementating proposals of the Mission Beach Precise Plan. The following is a summary of these legal tools.

zoning ordinance

The zoning ordinance is used primarily to regulate the use of private land. A community is usually divided into various zones, each of which permit certain land uses governed by development regulations. Zones are established for use on a City wide basis. Mission Beach is currently regulated by several of these zones.

planned district

The planned district is a part of the zoning ordinance. It is intended for use in certain areas in order to implement adopted plans through the application of appropriate controls in lieu of conventional zoning. Such controls must be at least as comprehensive as regular zoning. The advantage of this procedure is that regulations can be tailored specifically for Mission Beach.

assessment district

There are two basic assessment districts that receive wide use. The Improvement Act of 1911 can be used for streets, sidewalks, street trees, bridges, sewers, gas and water lines, lighting, storm drains, and transportation facilities. The act extablishes machinery for levying against property and for recovering unpaid assessments. All costs are borne by benefitting property owners. The Municipal Act of 1913 has wider application because it may also be used to acquire public improvements rather than just construct like the 1911 Act.

california pedestrian mall law of 1960

This law allows cities to create a special district and authorize the financing and construction of mall related improvements including paving, sidewalks, curbs, gutters, sewers, drainage, parking areas, restrooms, fire protection facilities, water distribution, public assembly, street lighting, landscaping, statuary, fountains, and benches.

parking district laws

There are a number of legislative tools available to aid in the creation of off-street parking districts. The Revenue Bond Law of 1941 permits bonds to be sold to finance parking projects. Parking fees are used to retire the bonds. This Law might be used to finance beach user parking although the revenue generated by such a project may be less than necessary to retire the bonds. The Vehicle Parking District Law of 1943 assesses benefiting property owners in proportion to their benefit. This Law is more applicable to private residential or commercial efforts to provide parking for their own needs. The Parking Law of 1949 enables municipalities to establish a parking authority as an independent corporation. The basic financing method available under this Law is revenue bond financing, similar to the 1941 Law. The Parking Law of 1951 permits the use of an assessment procedure for securing bonds. A parking district of any size can be created, adding flexibility in the provision, financing, and user charges for parking. The fact that no other parking district may fall within the boundaries of one created under this law may limit its application on a city-wide basis. The Parking and Business Improvement Area Law of 1965 establishes new property tax and business licensing revenue bases for financing improvements and services to commercial districts. Different tax rates are permitted to correspond with the degree of benefit. The San Diego Parking and Improvement District Procedural Ordinance No. 1 establishes a method by which public parking places and adjacent improvements might be acquired, constructed, and operated through the creation of special assessment districts. It includes and supplements the 1943 Law.

council policies

Periodically, the City Council adopts policies in order to guide the various regulatory functions of the City and, where necessary, to establish procedures by which functions are performed. Many of these policies have applicability to Mission Beach in terms of its implementation of the Precise Plan. Included herein is a list of these policies that could be of use, even if remotely, in implementing recommendations of the Plan.

- 200-1 Distribution of Street Improvement Costs
- 200-3 Methods of Maintaining Streets Not Now to Full Improved Standard
- 200-4 Installation or Removal of Parking Meters
- 200-5 Planting of Trees in City Streets
- 200-6 Criteria for Installation of Traffic Signals
- 200-7 Installation of Parking Facility Guide Signs
- 200-8 Criteria for Installation of Stop Signs
- 400-6 Replacement, Betterment, and Expansion of Water and Sewer Facilities in Previously Developed Areas
- 600-2 Rezonings-Dedications and Improvements
- 600-4 Standards for Public Rights-of-Way and Public Improvements Installed Therein
- 600-5 Community Plans

- 600-6 Community Plans, Implementation of Adopted Plans Rezoning
- 600-8 Underground Conversion of Utility Lines at Company Expense
- 600-13 Zoning Applications-Refiling
- 600-16 Major Structures Spanning Public Rights-of-Way
- 600-19 Fostering the Development of Balanced Communities
- 700-8 Mission Bay Park Policies
- 700-9 Leases to Non-Commercial, Non-Profit Organizations, and/or Clubs in Mission Bay Park
- 700-10 Assignment and/or Subletting of City Leases
- 700-11 Lease Assignment
- 700-12 Lease Negotiation
- 700-13 Capital Improvement Programs for Parks and Recreation
- 700-14 Procedures for Expenditure of Park and Recreation Bond Funds
- 700-15 Assessment Proceedings for Park Districts
- 700-16 Off-Street Vehicle Parking Districts
- 700-17 Policy on Dedication of Park Lands
- 700-27 Establishment of Parking Time Limit Zones in Residential Districts
- 800-1 Installation of Pedestrian Separation Structure
- 800-2 Improvements to cover a Whole Block
- 800-3 Assessment Proceedings
- 800-4 Financing of Drainage Facilities
- 800-5 Median Openings

APPENDIX

- I. demographic characteristics
- II. housing characteristics
- III. economics of taxation
- IV. metric conversion
 - V. coast commission
- VI. questionaire tabulation

I. DEMOGRAPHIC CHARACTERISTICS

The following analysis of the Mission Beach population is based on statistics from the 1970 United States Census of Population. Conducted on April 1, 1970, the information has been compiled over the last two years. This data represents the most current information available for Mission Beach.

All of Mission Beach is encompassed in one census tract which simplifies the tabulation of data. Unfortunately, this tract also includes all of Mission Bay Park, part of which is a large mobile home park. Before analyzing the figures these areas were removed from the statistics. In some cases it was necessary to do this through estimation. The margin of error in all cases (including the original census collection procedure) is calculated to be generally less than 2%.

For purposes of analysis, the census material for Mission Beach is compared with City-wide statistics. The City of San Diego is used as a norm rather than all of San Diego County because the desire was to compare Mission Beach with the urban area as much as possible. The County includes a vast rural area whereas the City of San Diego is almost exclusively urban, and certainly representative of the urban region. Using the City-wide figures as a norm, the comparison then points out the deviation from that norm, as well as attempting to describe the significance of all statistics. The following analysis will highlight the demographic findings of the Mission Beach Community.

The Mission Beach population is very young. The youth is embodied in an unusually large number of college age people. There are relatively few children in the community, partly because an unusually large percentage of the population is unmarried. There are relatively few families. Most households are composed of single individuals. There are very few minorities in the community, either black or chicano.

Although elementary and secondary school enrollment is very low, college attendance is very high in spite of the fact that there is no college or university within miles. Mission Beach reflects a higher educational attainment than the rest of San Diego, Accordingly, it has a high percentage of the labor force in professional and managerial positions and few in non-professional positions. The community, in addition to a large student population, has a larger than usual labor force, leaving very few non-workers and non-students. Residents of Mission Beach have a higher income than the rest of San Diego, Overall, Mission Beach residents are far from average San Diegans. Their life style and vital statistics are unique to the Mission Beach Community. The following detailed analysis of the census data bears this out.

population characteristics - age

table 1

Age	Mission Beach	City- Wide
Total Population	5,637	696,769
Under 5	4%	8%
5-9	4%	9%
10-14	4%	9%
15-19	5%	11%
20-24	30%	12%
25-34	23%	13%
35-44	7%	11%
45-54	10%	11%
55-64	7%	7%
65+	6%	9%
	100%	100%

(Source: 1970 U.S. Census, General Characteristics of the Population)

The age distribution of the population in Mission Beach reflects an extreme variation from City wide figures. The elementary and secondary school age population is far below that of the rest of the City. The college age population makes up part of the difference, being much larger than the City-wide average. The number of young adults beyond college age also exceeds the City average. The middle age population of Mission Beach reflects the general City-wide average while the elderly population, like the young, is below it.

These statistics point to a population in Mission Beach dominated primarily by young adults. The number of children and senior citizens is subordinate to these other groups.

marital status persons 14 years old and over

table 2

Status	Mission Beach	City-wide
Total Population	5,196	531,188
Never Married	50%	27%
Married	36%	62%
Previously Married	14%	11%
	100%	100%

(Source: 1970 U.S. Census, General Characteristics of the Population)

An analysis of the marital status of Mission Beach residents shows a population dominated by single people. While the previously married rate (including widowed and divorced) approximates that of the City-wide figure the single population far exceeds the married population in Mission Beach. Just the opposite trend is true City-wide.

relationship to head of household

table 3

Type of Household	Mission Beach	City-wide
All Persons in Household	5,616	636 ,2 85
Head of Household	53%	33%
Family Head	(20%)	(23%)
Non-family Head	(33%)	(10%)
Wife of Head	16%	20%
Other Relative of Head	13%	36%
Not Related to Head	18%	3%
Group Quarters	0%	8%
	100%	100%
Persons Per Household	1.90	2.80

(Source: 1970 U.S. Census, General Characteristics of the Population)

An analysis of the household figures demonstrates the difference in household composition between Mission Beach and the rest of San Diego. The high incidence of non-family heads indicates that many households in Mission Beach are not families, but are two or more non-related individuals living together. When comparing just the family heads to non-family heads it is apparent that, while 70% of the households City-wide are families, only about 40% in Mission Beach fit that category. Looking at the relationships to the head of the household, this is further documented. The "other relatives of head", which generally means children is far less than City-wide while the "not related to head", which generally means roommates, is much higher in Mission Beach. Finally, these figures reflect a much smaller household size than the City-wide average. The reason for this is because of the relatively few children living in the community.

school enrollment

table 4

Enrollment	Mission Beach	City-wide
Enrolled Persons 3-34 Years Old	1,951	201,848
Nursery School	3%	3%
K-6 Elementary	21%	56%
High School	11%	22%
College	65%	19%
	100%	100%

(Source: 1970 U.S. Census, Social Characteristics of the Population)

The school enrollment statistics in Mission Beach when compared to City-wide show an extremely low enrollment in elementary and secondary schools. College enrollment figures account for the majority of all students. The proportion of elementary vs. secondary students in Mission Beach is about the same as it is City-wide. The dominance of college students simply reflects the fact that the community houses an exceptionally large number of students. This occurrence is common in communities surrounding colleges and universities. Although Mission Beach is miles from such a facility it has, nevertheless, become the home of a large student population. This is probably because of the attraction of the beach combined with the availability of a large number of apartments.

years of school completed

table 5

School Years	Mission Beach	City-wide
Persons 25 Years Old and Older	3,807	356,263
1 to 8 Years	6%	16%
9 to 11 Years	12%	17%
12 Years	28%	34%
College 1-3 Years	26%	17%
4 Years or More	28%	16%
	100%	100%
Median School Years Completed	13.5	12.5
% High School Graduates	82%	66.2%

(Source: 1970 U.S. Census, Social Characteristics of the Population)

The distribution of persons according to educational attainment reflects a much higher educated population in Mission Beach than City-wide. The reflection of college education is partially due to the presence of students themselves who are in undergraduate school (for the 1-3 years of college category) or graduate school (for the 4 years or more category). It may also be due to an overall higher educational attainment by the non-student population. Although these figures alone cannot justify the fact that the non-student population is higher educated than the City-wide average, Mission Beach does have an above average family income which generally relates directly to educational attainment.

occupation characteristics

table 6

Type of Worker	Mission Beach	City-wide
Total Labor Force	3,517	228,112
Professional and Managerial	41%	30%
Sales and Clerical	30%	29%
Craftsmen, Laborers,	2 9%	41%
	100%	100%

(Source: 1970 U.S. Census, Labor Force Characteristics of the Population)

The comparison of occupational characteristics in Mission Beach to those City-wide reveals that Mission Beach contains a far greater percentage of professional and managerial workers than the City as a whole. In Mission Beach these professional workers far exceed the non-professional. It is interesting to note that City-wide the percentages are reversed, with the non-professional exceeding the professional and managerial by the same amount. Those figures exclude the student population. This also tends to verify the fact that the non-student population in Mission Beach has a higher educational attainment than their City-wide counterparts.

employment status persons 16 years old and over

table 7

Status	Mission Beach	City-wide
Total Population	5,002	505,495
Labor Force	68%	62%
Non Labor Force	20%	32%
Students	12%	6%
	100%	100%

(Source: 1970 U.S. Census, Labor Force Characteristics of the Population)

The comparison of labor force characteristics show that Mission Beach has a greater amount of working people and students than occurs City-wide. This implies a higher incidence of situations with more than one number of a household working. This, along with a higher educational attainment is the probable reason for the higher family income in Mission Beach. The greater number of students and working people, coupled with a lack of educational facilities and an employment base, also cause greater mobility in terms of residents entering and leaving Mission Beach everyday. The result is an abnormally high generation of traffic, especially at rush hours.

family income

table 8

Type of measurement	Mission Beach	City-wide
Total Families	1,160	164,000
Median	\$10,956	\$10,166
Average	\$13,011	\$11,664

income of persons not in family situations

table 9

Type of measurement	Mission Beach	City-wide
Total Persons	2,802	133,482
Median	\$3,932	\$2,697
Average	\$5,021	\$3,950

(Source: 1970 U.S. Census, Income Characteristics of the Population)

These income figures demonstrate that Mission Beach has a higher income level than the City as a whole. The median income reflects a mid point. Half the incomes are above the median figure and half are below. The average income reflects all of the incomes added together and divided equally. Unusual income situations (such as a few very wealthy families in a community) can create a very misleading average income. The median income is more likely to represent the income situation of a given community because it ignores such deviations.

For <u>families</u> in Mission Beach the median income is 8% higher than City-wide while the average income is 12% higher. The difference between Mission Beach and the rest of the City is the presence of a relatively large number of wealthy families combined with the lack of very many poor families. The average income reflects this more than the median in this case because the median ignored the dollar amount of the high incomes and reported only the number of them.

For unrelated individuals in Mission Beach (non-family people) the incomes were much higher than City-wide. The median income was 45% higher while the average income was 27% higher. The average income indicates that individuals not in a family situation, on the whole, are earning far more than the City-wide average. The reason that the median income is even higher than the average income when comparing Mission Beach to City-wide figures (whereas for families it was lower than the average income) could be because of an extremely low number of low wage earners in Mission Beach in non-family situations.

means of transportation to place of employment

table 10

Means of Transit	Mission Beach	City-wide
All Employees	3,104	204,632
Driver-Private Auto	81%	65%
Passenger-Private Auto	8%	10%
Bus	4%	5%
Walk Only	2%	15%
Other Means	3%	3%
Worked at Home	2%	2%
	100%	100%

(Source: 1970 U.S. Census, Social Characteristics of the Population)

Both Mission Beach and the City of San Diego rely heavily upon the private automobile for transportation to the place of employment. With most comparisons being about equal, the one difference is in the much lower percent of population in Mission Beach that walk to work. While Mission Beach, itself, is a pedestrian oriented community, it provides virtually no employment base for its residents. Consequently, almost everyone in the labor force (including college students) are forced to leave the community to get to their place of employment.

mobility since 1965

table 11

Place of Residence	Mission Beach	City-wide
Total Population	5,637	696,769
Same House as in 1970	28%	36%
Different House from 1970	72 %	64%
In San Diego	(32%)	(29%)
Outside San Diego	(38%)	(32%)
Abroad	(2%)	(3%)
	100%	100%

(Source: U.S. Census, Social Characteristics of the Population)

The fact that less than three out of ten people lived at their current address five years before the census indicates the high rate of mobility of Mission Beach residents. It should be noted, however, that mobility is almost as high City-wide. The Chances of a person outside of San Diego moving to Mission Beach rather than the rest of the City are slightly higher, although the figures are not especially significant. This mobility factor is, indeed, part of a national trend in recent years of the population as a whole to move about with a far greater frequency than in years passed.

II. HOUSING CHARACTERISTICS

An examination of the 1970 U.S. Census of Housing reveals that Mission Beach varies from City-wide norms in terms of housing characteristics, just as it does with demographic characteristics. The following tables, and the accompanying analysis, describe the nature of housing in Mission Beach.

type of structure

table 1

Type of Units	Mission Beach	City-wide
Total Units	3,194	241,116
Single Family Units	39%	66%
Duplex Units	22%	6%
Apartment Units	39%	28%
In 3 & 4 unit structures	(19%)	(5%)
In 5+ unit structures	(20%)	(23%)
	100%	100%

(Source: 1970 U.S. Census, Housing Characteristics of the Population)

The breakdown by type of units shows that Mission Beach has an overall balance of all types of housing units. City-wide, on the other hand, there is a preponderance of single family homes, and a relatively small number of duplexes and small apartment buildings. Mission Beach has a balance that the City would be hard pressed to duplicate.

occupancy status

table 2

Status	Mission Beach	City-wide
Total Units	3,194	241,116
Owner Occupied	18%	48%
Renter Occupied	72%	46%
Vacant	10%	6%
	100%	100%

(Source: 1970 U.S. Census, Housing Characteristics of the Population)

In terms of occupancy status, the City reflects a balance while Mission Beach is definitely a renter's community. This pattern in Mission Beach is established and not apt to change. Because of the high value and scarcity of land, new development and redevelopment will logically consist of multi-family structures.

value - owner occupied units

table 3

Unit Value	Mission Beach	City-wide
Total Units	577	115,094
Less than \$10,000 \$10,000 - \$15,000 \$15,000 - \$20,000 \$20,000 - \$25,000 \$25,000 - \$35,000 \$35,000 - \$50,000 \$50,000 or more	6% 10% 14% 15% 1 8 % 17% 20%	3% 10% 24% 25% 21% 11% 6%
	100%	100%
Median Value	\$27,600	\$22,500
Average Value	\$31,200	\$25,300

(Source: 1970 U.S. Census, Housing Characteristics of the Population)

Comparison of the value of owner occupied units reflects a wide disparity between Mission Beach and the City as a whole. The value of an owner-occupied unit in Mission Beach is almost 25% higher than it is City-wide. Mission Beach has relatively few units in the moderate price range (\$15,000-\$25,000) and a much higher amount of units in the upper income price range (\$35,000 and over). Many of the units that exist in the lower income range (under \$15,000) are inexpensive because the sturcture is worth very little. Almost all of the value is in the land. Because there will be virtually no new construction of single family dwellings, the status of owner occupied units will probably remain static, except for a general appreciation on land value which will tend to drive the overall value somewhat higher. There will be some development of relatively expensive condominiums which are considered owner occupied. These units, actually, should be in a class by themselves for purposes of tabulation in any future census.

rental cost

table 4

Monthly Rent	Mission Beach	City-wide
Total Units	2,284	111,912
Less than \$60 \$60-\$100 \$100-\$150 \$150-\$200 \$200-\$250 \$250 or more	1% 22% 40% 23% 7% 7%	4% 25% 43% 20% 5% 3%
	100%	100%
Median Rent	\$133	\$123
Average Rent	\$144	\$131

(Source: 1970 U.S. Census, Housing Characteristics of the Population)

Rental costs in Mission Beach are more in line with City-wide averages than are the value of owner-occupied units. Rental cost in Mission Beach is about 10% higher than it is Citywide. While the moderately priced units appear in the same proportion in Mission Beach and in San Diego as a whole, there are fewer low rent units in Mission Beach and more high rent units. It is important to keep in mind that the average unit in Mission Beach is 20% smaller than it is City-wide (based on the number of rooms) so that the renter is getting less for his money in terms of space. It could be argued, however, that he is getting other benefits, such as the beach, that the average San Diegan is not receiving. While there are a significant number of units with relatively low rents (almost 1/4 of all units rent for under \$100) the condition of some of these units is questionable. It is possible that if they were brought up to meet all code standards the increased rental cost to off-set the repair cost would remove many of these units from the low rental range. Many of these units rent at this cost nine months of the year, and are rented out to tourists at much higher rents the other three months. The overall average is thus much higher than shown. The census date, April 1, recorded the lower winter rental rates.

rooms per unit

table 5

Number of Rooms	Mission Beach	City-wide
Total Units	3,194	241,116
1 Room Units	5%	3%
2 Room Units	10%	6%
3 Room Units	32%	17%
4 Room Units	29%	23%
5 Room Units	16%	23%
6 Room Units	6%	16%
7 + Room Units	2%	12%
	100%	100%
Average Unit Size	3.6	4.6

Source: (1970 U.S. Census , Housing Characteristics of the Population)

It is obvious from the comparison that dwelling units in Mission Beach are far smaller than those City-wide. The average unit size is 20% smaller in Mission Beach. While almost one-third of the dwelling units City-wide contain six or more rooms, less than one in ten in Mission Beach are that size.

persons per unit

table 6

Number of People	Mission Beach	City-wide
Total Occupied Units	2,861	227,006
1 Person Units 2 Person Units 3 Person Units 4 Person Units 5 Person Units 6 + Person Units	40% 38% 11% 8% 2% 1%	23% 31% 16% 14% 8% 8%
	100%	100%
Average Persons/unit	2.0	2.8

(Source: 1970 U.S. Census, Housing Characteristics of the Population)

There are significantly fewer people per unit in Mission Beach than City-wide. The ratio of people per unit correlated closely with the rooms per unit ratio between Mission Beach and the City as a whole. In fact, the number of people per unit in Mission Beach is 30% smaller than in the City as a whole, signifying that people are actually less crowded inside their homes in Mission Beach even though the units are significantly smaller.

age of structure as of 1970

table 7

Age	Mission Beach	City-wide	
Total Structures	3,194	241,116	
5 years old or less 5-10 years old 10-20 years old 20-30 years old 30 years old or more	15% 11% 29% 25% 20%	17% 15% 31% 14% 21%	
	100%	100%	

Source: 1970 U.S. Census, Housing Characteristics of the Population

The age of structures in Mission Beach is similar to that of all structures City-wide in spite of the fact that Mission Beach has been fully developed for some time. The significant factor in these statistics is the number of structures that are over 30 years old. This tends to indicate that one-fifth of all housing is potentially ready for redevelopment. This figure is only an indicator since not all older housing has reached the end of its useful life. Age is a fairly accurate factor in determining redevelopment potential. While structures tend to depreciate with age, the land upon which they are situated tends to appreciate. The effect is to increase redevelopment potential because the value lies solely in the land while the structure becomes dispensable.

III. ECONOMICS OF TAXATION

The purpose of this appendix is to detail the impact that various taxation policies and procedures have upon land development and ownership patterns in Mission Beach. Some of this material serves as a basis for proposals included in the Precise Plan.

county assessment procedure

The County of San Diego Assessor's Office is vested with the authority to assess all real and personal property in the County. The assessor is charged with the responsibility of providing equity of assessment. Similar properties similarly located must be equally assessed. A number of methods are used in order to determine the best estimate of market value. A sales method reviews sales of properties having similar characteristics such as use, age, condition, square footage, and location. A capitalization of income method can be used on rental properties. By using this method the monthly rent schedule is multiplied by an assigned factor to determine market value as indicated by the income of the property. Replacement costs methods involve detailed measurements of the buildings and other improvements on the property. When the total improvement costs are thus determined, they are depreciated according to their age and condition.

Land value is usually assessed on a square foot, front foot or per acre basis. Pertinent data for land comparisons are such things as zoning, location, topography, accessability and view. Location and zoning are generally the two major factors influencing land values. When the values for land and improvements are determined, they are combined to form a total property value.

The State Board of Equalization sets forth the standards for assessments. Basically, all property is assessed at 25 percent of its "fair market cash value." For example, if in the opinion of the assessor, a property has a fair market value of \$20,000 then the assessment would be 25 percent or \$5,000. The assessor's interpretation of fair market value, however, tends to be as much as 20% lower than the actual sales prices because of the two or three year lag in assessments behind actual market activity. The County Board of Supervisors, after receiving the yearly

budgets of the various taxing agencies, determines the necessary tax rates. These tax rates are the dollar levy for each \$100 of assessed valuation. At the present time the total is about \$10 per hundred. This would mean a tax bill of about \$500 for a property with a fair market value of \$20,000 assessed at \$5,000.

federal and state income taxation

While local tax assessments vary according to the character of the property, federal and state taxes vary principally with the income of the taxpayer. Two provisions of taxation have a direct impact upon the process of land development. First, accelerated depreciation for rental and business buildings encourage the development of those types of buildings. Further, because there is more evidence of improvement value (such as construction costs and repair bills) local assessors may tend to allocate more of the total value to the building which can result in an under-assessment on the land, which is not depreciable.

Second, the capital gains tax provision provides an incentive for land speculation. Profits of land held for six months or more are subject to federal long term capital gains taxation at about one-half of the rate for regular income. There is a built-in inducement for upper income groups to invest in land in order to enjoy these tax benefits.

impact of summer visitor housing

Mission Beach is a haven for tourists in the summer months. There are, however, only about 200 motel and hotel units scattered thoughout the community. The majority of summer visitors occupy permanent dwelling units that are rented out as tourist accommodations. During the summer many units in Mission Beach are used as summer rentals. This has a sizable impact upon the population of the community. The affected residents are forced to move out for these months of the year. This situation is tolerable only to a very transient population.

Because the nine month school year dovetails with the winter residence period, however, students provide a sizable market for these units during the non-tourist period. Rents during the summer months are extraordinarily high, compared to the rates the rest of the year. These high rates offset the more reasonable winter rates, and help to recover the investment in this very expensive beach property. These summer rentals, because of their value during the summer months also tend to encourage absentee ownership. Understanding this summer rental phenomenom, then, is another key to the understanding of the existence of some reasonably priced housing in an area where property values would normally prohibit anything but luxury units.

IV. METRIC CONVERSION

Because the United States is destined to convert to the Metric System of measurement within the next ten years, the following equivalents are included in the Plan for purposes of converting some of the basic units of measurement. Those most commonly used throughout the Plan are converted herein.

Standard Conversion

General Measurement Equivalents

,														
1	foot	=	.3048	meters	1	foot	===	.305	meters	1	acre	=	.405	hectares
1	mile	=	1.6093	kilometers	2	feet	=	.610	meters	2	acres	=	.809	hectares
1	sq.ft.	=	.0929	sq. meters	5	feet	=	1.524	meters	5	acres	=	2.023	hectares
1	acre	=	.4047	hectares	10	feet	=	3.048	meters	10	acres	==	4.047	hectares

Community Size

Mission Beach is 2 miles long and up to 4 mile wide
Mission Beach is 3.2 kilometers long and up to .4 kilometers wide

Land Use

Zoning

Residential	88 acres =	35.7 hectares	R-4 62 acres	= 25.1 hectares
Vacant	8 acres =	3.2 hectares	R-2B 24 acres	= 9.7 hectares
Commercial	4 acres =	1.6 hectares	CS 15 acres	= 6.1 hectares
Mixed	2 acres =	.8 hectares	CN 1 acre	= .4 hectares
MB Park	17 acres =	6.9 hectares	CS (MB Park) 17 acres	= 6.9 hectares
	119	48.2	119	48.2

Development Controls

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36 dwelling units/acre = 89.0 dwelling units/hectare
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25' x 50' lot (1250 sq.ft.) = 7.6 meter x 15.2 meter lot (116.1 sq. meters)
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35' height limit = 10.67 meter height limit

V. COAST COMMISSION

On November 7, 1972, California voters passed Proposition 20, the Coastal Zone Conservation Act. This legislation is designed to protect the State's coastline. To accomplish this, the law established one state and six regional commissions who will develop a Coastal Plan for the State of California by 1976. The San Diego Coast Regional Commission is the regional body for San Diego County and its coastal cities. Each regional commission must rule on the granting of permits for development within 1,000 yards of the shoreline (mean high tide) until the final Plan is submitted to the Legislature. The overall State Commission has final authority in the granting or denial of permits. The entire Mission Beach Community lies within this permit area.

The Coastal Zone Conservation Act of 1972 declares that the California coastal zone is a distinct and valuable natural resource. Further, it is a balanced ecosystem requiring the permanent protection from further deterioration and destruction in order to promote the public safety, health, and welfare of present and future residents of the State. In order to protect the coastal zone it is necessary, according to the Act:

- a) To study the coastal zone to ensure conservation of resources.
- b) To prepare, in consultation with all affected private and public agencies, and the general public, a comprehensive long-range enforcement plan, to be known as the California Coastal Zone Conservation Plan.
- c) To ensure that development within the permit area during the study period is consistent with the objectives of the Act.
- d) To create the California Coastal Zone Conservation Commission, and six regional commissions to implement the provisions of the Act.

The Regional Commission is required to prepare its definitive conclusions and recommendations in each county within its region. These are to be adopted and submitted to the State Commission no later than April 1, 1975.

The State Commission is required to adopt the Coastal Plan and submit it to the Legislature no later than December 1, 1975.

VI. QUESTIONAIRE TABULATION

In December, 1972, a questionnaire was mailed to every property owner in Mission Beach and distributed to every resident. Of the 4,000 distributed over 400 were returned. The response from property owners was about 15% with the resident response somewhat under 10%.

Each question was carefully constructed to avoid bias. The questions that were asked focused upon those issues most sensitive to the Community as a whole. The response resulted in a clear understanding of the desires of the Community, especially on the particularly sensitive issues of density and height limitations.

The following table summarizes the response to the questions that were asked. Certain questions relating to commercial development met with such low response that they were excluded from the final tabulation. A copy of the twelve questions summarized here is also included.

	PERCENT RESPONSE					
QUESTION		PROPERTY				
	TOTAL	OWNERS	RESIDENTS			
1. DENSITY						
30 max	40	29	55			
36 max	21	24	17			
36 with increases to 54	21	21	23			
54 max	4	6	1			
54 with increases to 72	6	8	3			
72 max	8	12	1			
2. PARKING						
Existing requirement	28	35	14			
Precise Plan recommendations	55	53	60			
Larger increase	17	12	26			
3. INCENTIVES						
Yes	47	54	36			
No	53	46	64			

	PE	PERCENT RESPONSE				
QUESTION		PROPERTY				
	TOTAL	OWNERS	RESIDENTS			
4. PARKING COSTS Yes \$ 5/month Yes \$10/month Yes \$15/month No	29	27	34			
	23	28	14			
	8	10	3			
	40	35	49			
5. HEIGHT LIMIT (small lots) 30 feet 35 feet 50 feet No limit	43	37	56			
	45	46	42			
	7	9	2			
	5	8	0			
6. HEIGHT ALONG MISS. BLVD. Could be higher Treated the same	28	31	22			
	72	69	78			
7. CLOSING ALLEYS & COURTS Close alleys & courts Close alleys only Close courts only Neither can be closed	24	29	15			
	13	9	19			
	10	12	6			
	53	50	60			
8. OFF SITE PARKING Yes, with shuttle service Yes, if within 300 feet No	12	12	13			
	45	40	51			
	43	48	36			
9. MINI-BUS Yes 5 - 10¢ fare Only if free No	24	25	22			
	20	19	21			
	9	5	17			
	47	51	40			
10. UNDERGROUND UTILITIES Yes No	58	62	51			
	42	38	49			
11. BELMONT PARK Yes Only if upgraded No	38	33	47			
	23	24	24			
	37	43	27			
12. OVERALL CHARACTER Small lots and buildings Some consolidation Close some alleys Larger parcels	35	25	47			
	26	27	24			
	22	21	23			
	17	25	4			

MISSION BEACH QUESTIONAIRE

The most important task in developing the Plan is to allocate an overall density. At present, Mission Reach is developed to a density of 30 dwelling units per acre. This is an average. Some lots are developed to a higher density than this and some to a lower one.

The proposed Precise Plan calls for a density of 36 dwelling units per acre. This allows two units on a typical 30 x 80 toot lot instead of one. The Plan could permit higher densities on individual lots if the builder goes above and beyond the regular requirements (by providing extra parking and open space, for example).

The highest density to which Mission Beach could be developed under existing zoning regulations is about 72 dwelling units per acre. Although the zoning, theoretically, would allow more, the density is limited by the amount of parking that must be provided. In other words, only so many cars will fit on a lot. For each dwelling unit that is built, a certain number of parking spaces must be provided on the lot. Even to develop a lot to this 72 dwelling unit per acre density, if is necessary to combine a number of lots, and to receive special permission to build closer to the property lines than is permitted by the zone (this happens frequently in Mission Beach because it is virtually impossible to build on the extremely small lots otherwise).

There are two typical lot sizes in Mission Beach. Most lots north of Santa (lara Place are 25 x 50 feet. Most lots south of Santa (lara Place are 30 x 80 feet. Lots fronting on the ocean and the bay, however, and some corner lots are different sizes. The following table shows the number of units that could be developed on typical lots for different densities. For different lot sizes, the number of units would be proportionately higner or lower, depending on how much larger or smaller the lot was than the standard lot. Should lots be combined, the number of units permitted on the new lot would be proportionately greater.

DENSITY ON A LOT BY LOT BASIS

25

					 771 1871 141010				
	Dwe1	ling unit	s per acre			Dwelling units per acre			
nterior Lots	30 units	do units	o4 units	72 units	Ocean and Bay front lots	30 units	36 units	54 units	72 units
5 x 50 lot	1 unit	Lunit	P. units	2 units	34 x 80 lot	l unit	2 units	3 units	4 units
0 x 80 lot	1 unit	2 units	3 units	4 units	54 x 80 lot	3 units	3 units	5 units	/ units

The choices in this question are numerous. Busically, your response will indicate the overall density to which you think Mission Beach should be developed, and whether you think rewards for extra parking and open space in the form of higher densities should be considered. Please select one of the following as a maximum density for Mission Beach.

	30 maximum.
	36 maximum.
	36 with increases to 54 for extra parking and open space,
	54 maximum.
	54 with increases to 72 for extra parking and open space.
	72 maximum.
2	The proposed Precise Plan calls for parking requirements as follows:
	Single Family
	Two Family (duplex)
	Three or more lamily (apartment)
	1.5 spaces per unit, (1 bedroom)
	2.0 spaces per unit, (2 or more bedrooms)
	This increases the existing requirements of 1.3 spaces for any 1 bedroom unit and 1.6 spaces for any 2 bedroom unit, but does not affect the number of units permitted on a lot as outlined in the first question. Select one category:
	favor the existing requirements.
	favor the proposed Precise Plan requirements as outlined above.
	favor an even larger increase than outlined above,
3.	Question one discussed the idea of allowing an increase in density on a particular lot if the builder provided increase parking and larger yards (more open space) in exchange. While that question was concerned with density, this one is concerned with whether or not the idea of this type of incentive is acceptable at all. Do you believe rewards of increased density on a particular lot are acceptable if the builder provides certain bonuses?
	YeeNo,
٠.	There is a tremendous need to increase the amount of off-street parking in Mission Beach. If additional parking were suddenly available right where you live, would you be willing to pay to reserve it for yourself or your guests?
	Yes, up to \$5.00 per month per space.
	Yes, up to \$10.00 per month per space.
	Yes, up to \$15.00 per month per space.
	No ,

5. The vast majority of residents and property owners in Mission Beach believe in some form of height control. There are three basic approaches to the height question. One is an absolute limit of so many feet or stories. The second is a basic control with exceptions if the exceptions are not harmful to the community. The third is minimum limitation. Various forms of these alternatives will be presented here for your selection.

The first is an absolute limit beyond which no building may penetrate. This insures that high rises will not be built, but could result in a wall of flat rooted buildings unless some provision were made to allow a variation in roof design.

The second insures a basic height limit unless a builder is willing to provide certain bonuses above and beyond the normal requirements in return for a taller building. Should this alternative be selected, a builder would probably be limited to three stories unless he provided exceptionally large yards and extra parking without creating extremely high densities, he would then be allowed to exceed the 3 story limit. This situation could either let him build as high as he wanted provided he kept increasing the yards, open space, and parking, and kept a limit on density, or it could establish an absolute maximum of somewhere between 5 and 10 stories that could not be exceeded under any circumstances.

The third is minimum limitation. Here, the builder would operate under restrictions such as yard size, open space provisions, and shadow limitation. It must be remembered, however, that even here there are basic requirements that would necessitate relatively large lots and insure that adequate light and air were available to neighboring properties. There would also be basic limitations on density which could not be exceeded even with this alternative.

Select one from each of the two categories below. As a guide, one story equals about 10 feet, For small parcels and single lots. Select one. For larger parcels (consolidated lots). Select one. 30 teet and three stories maximum. Same height limit as selected for smaller parcels, __35 feet and three stories maximum with a variety of roof lines. hasically the same height limit selected for smaller parcels except that higher buildings with a maximum of stories should be permitted (pick the number of stories) if additional parking and open space is provided. 50 feet and five stories maximum with a variety of roof lines. No limitation. No limitation. 6. Do you believe that the height of buildings along Mission Boulevard should differ from that of buildings on the ocean or buildings along Mission Boulevard could be higher. all buildings should be troated the same. 7. With the consent of all affected property owners, it would be possible to close alleys and/or courts in order to facilitate the consolidation of lots for development. The reason for doing this would be to provide the increased flexibility that a large lot gives in terms of fitting parking onto a lot, creating isable open spaces on a lot, and encouraging less bulky buildings. Consider this issue entirely separate from the issue of height. alley and Court closing is acceptable. only alley closing is acceptable. only Court closing is acceptable. ____alleys and Courts should not be closed. If parking facilities could be centralized in Mission Beach, would you be willing to park your car away from your residence? The reason for doing this would be to eliminate the unwieldy parking conditions that exist at present, and to guarantee you and your guests a space or spaces. Yes, anywhere in Mission Beach if regular shuttle service were provided to my residence Yes, if the distance were no more than 300 feet (about 2 Courts away). No. 9. Would you make frequent use of a local mini-bus service to get throughout Mission Beach? Only if the fare were 5 or 10 cents maximum. Only if it were free. 10. Would you be willing to pay an increase in monthly rent or property taxes in order to underground all wires and poles remaining in Mission Beach after the ones along Mission Boulevard are underground? Yes. No. 11. Do you support the continuation of Belmont Park as an amusement park? Yes. Only if it were upgraded. No. 12. What overall character do you think Mission Beach should assume in the next 20 years? Small lots and small buildings, the way it is now. Basically the way it is now, but with some consolidation of lots (limited, however, by the boundaries of all Courts

Basically the way it is now, but with some consolidation of lots involving an occasional closing of a Court or alley.

Consolidation into some larger parcels which would result in larger structures provided there was open space around each structure, and provided the structures were not bulky.

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